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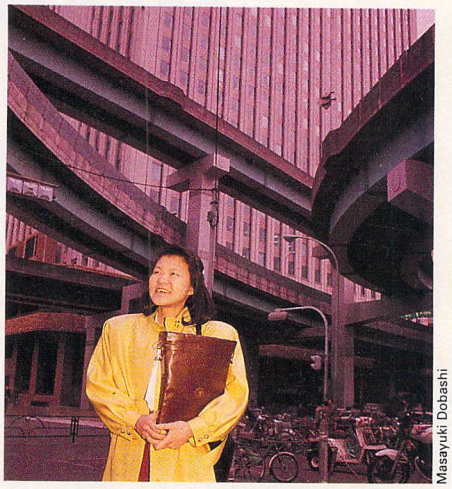
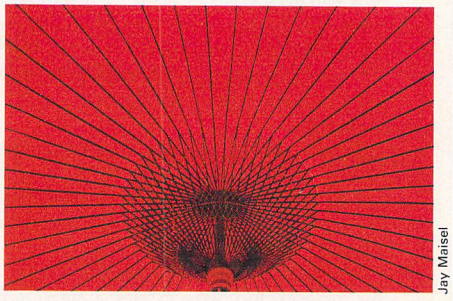


Masayuki Dobashi

LIFESTYLES

Meet Harumi Honmou, securities translator, and one of the many faces of CompuServe—page 43.



Jay Maisel

TRAVEL

Experience Kamakura, a physical reminder of Japan's feudal past —page 52.

Too Hot to Print

Catch computer industry news as it happens, keep up with online events, read special reports, commentary and more product reviews. You'll find it only in *Online Today Daily Edition*, a daily-updated newspaper full of information that's too hot to print. GO OLT.

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LETTERS

PublishIt! Review

Thank you for the excellent review of PublishIt! by Timeworks (Feb. issue, page 38). The article did not mention that PublishIt! is also available for the Atari ST series, and probably for the Amiga. I think reviews should mention all computers for which the program is available. Since the machine the reviewer used is clearly stated, no one would be misled.

Also note that the Atari series and the Amiga always have a mouse and graphics monitor, two of the three things the reviewer describes as the "ideal hardware requirements" for running PublishIt!. It is probably well-suited to users of those machines, who enjoy using windows and mice. *Online Today* could have added such a reference in the review and attracted those users.

Joseph Schachner
Suffern, N.Y.

Gutman Column

I was disappointed to learn that you had dropped Dan Gutman's column from *Online Today Daily Edition* (GO OLT). I have been a CompuServe subscriber for several years and have enjoyed reading his column, "I Didn't Know You Could Do That With a Computer!". He brought wit and a sense of humor to the otherwise mundane computer world. He also provided excellent reviews of some of the latest entertainment software. Please reconsider your move and offer his column once again for his fans.

Craig Frank
Overland Park, Kan.

Bilingual ATMs

On the subject of Bilingual ATMs (Dec. issue, page 7), I would like to add my comments.

The ATMs operated here by the Hong Kong and Shanghai Bank have been bilingual for at least the seven years I have had an account with the bank. Upon application for the ATM card, you are asked whether you want instructions to be displayed in English or Chinese. This information is then coded on the card and the ATM automatically operates in the language of your choice.

Chris Blunt
Hong Kong

EasyPlex/Fax

Was something left out of the instructions for sending a fax message via EasyPlex (March issue, page 14)? All I get for my efforts is "% Invalid command."

Raymond Bullock
Troy, Mich.

Editor's note: The HELP FAX command will provide complete information about sending fax messages via EasyPlex. Use this command at a regular "EasyPlex!" prompt. The correct format for a domestic fax is >FAX 614-5551234. For an international fax, it is >FAX 011-44-1-12345.

Tutorials with articles

I appreciate receiving and reading your valuable magazine. I am not a very experienced "computer buff" but would like to take advantage of the many communication services on CompuServe.

It seems that a good number of your readers would benefit if you include at the ends of some articles concrete, short examples on how to connect to certain services and get the results described in the article. For example, this would have been helpful with the article about using EasyPlex/Fax or the article about connecting to investment services. It took me more than an hour to unscramble the article on fax and send a fax message.

S. Totah
Montreal, Canada

Send a Letter

OLT-30 **Letters to the Editor** *main menu. Lists all departments.*

OLT-31 **Send a letter instructions.** *Complete instructions on how to send a letter to the editor via the electronic service.*

OLT-32 **Read letters** *from other OLT readers.*

OLT-33 **Send a letter** *to the editor. You will receive prompts for each step in the process. Important Note: We cannot answer questions regarding the CompuServe Information Service through this service. If you have questions or problems, please use the Feedback service (GO FEEDBACK).*

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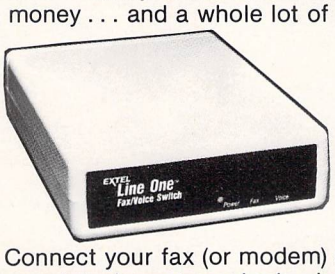

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DEAR READER

The ability to network with a special group of people—those "in the know" and on the leading edge of their fields—is something about CompuServe that you've told us, through annual surveys, is important to you. Many of you have developed friendships and professional connections with people you've met online. Perhaps you've discovered electronic friends who happen to live within a few hours of your home and others who live halfway around the world. Within the online neighborhood, "distance" is measured not in miles but in minutes or hours—how quickly someone responds to your message in EasyPlex or in a forum.

We thought it would be interesting to profile about a dozen CompuServe members in professions ranging from translator to family practitioner to artistic weaver. They come from such places as Toronto; Burley, Idaho; and Honolulu. Some live and work in major international centers, such as Tokyo and New York. Others live in less populous locales and telecommute across several time zones to chat with clients and colleagues—and make deals electronically.

In this month's cover story, "Profiles in Usage," beginning on page 42, you'll get to meet a few of the members of your "community" and find out how they use CompuServe to maintain a competitive advantage in their professions. From their stories, you may even pick up new ideas on how you can get more out of CompuServe.

* * *

Also in this issue, you'll read about an awe-inspiring destination outside of Tokyo: the historic city of Kamakura, Japan, site of the Great Buddha. Writer Doug Jackson, who has lived in Japan for eight years, begins the itinerary on page 52. Jackson also wrote profiles of two Japanese subscribers for the cover story.

* * *

Thanks to all of you who participated in the *Online Today* survey in November-December 1988. We were encouraged by the large number of people completing the survey and the comments we received. In addition to answering the multiple choice questions, many of you left individual comments. All of those are valuable to us as we make editorial plans for the coming year. In this column next month, we'll share highlights of the survey results.

Douglas G. Branstetter
Editor

ONLINE TODAY

***Online Today*®, May 1989**
Volume 8 Number 5

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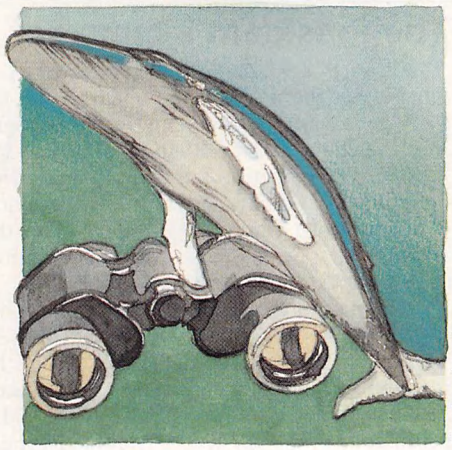
Whale of a Tale

Concerned that school children perceived scientists as white males engaged in dangerous work, the Department of Education embarked on a project in 1981 to change this image. The result was *Voyage of the Mimi*, a video series that takes children on a sea adventure in search of whales.

The scientific drama used non-typical images of science and scientists. With a $2.65 million contract from the Department of Education, the Bank Street College of Education developed the video series of 26 films, four software learning modules and supporting print materials.

In addition, Sunburst Communications publishes *The Mimi Experience* three times a year. Distributed free of charge, this newsletter offers students and teachers a behind-the-scenes look at the Mimi whaling ships, ideas for implementing the Mimi into a writing curriculum, a question-and-answer column, a calendar of Mimi events and a poster. Every issue includes *The Crow's Nest*, a reproducible issue for children that contains interviews, statistics about whales, how-to lessons and crossword puzzles.



King Associates, Inc.

For a subscription to *The Mimi Experience*, contact Sunburst Communications, Mimi Customer Service Dept., Pleasantville, NY 10570; 800/431-1934, 800/247-6756 or 914/769-5030 (collect).

Teachers, parents and students can find information on the *Voyage of the Mimi* in the Science/Math Education Forum (GO SCIENCE). Messages concerning the program can be left in Section 1; reference files are in Library 1.

—Cathryn Conroy

Computer Junk Valuable Someday?

Those old personal computers and programs that you've long since upgraded could be worth a small fortune.

With the 1980s coming to an end, experts say that symbols of the decade, including Swatch watches, Pee-wee Herman dolls and "Baby on Board" signs, will soon become valuable. Likewise, certain models of the personal computer, born in 1977, may someday go for astronomical prices at auctions. Primitive pre-1980 personal computers from companies such as IMSAI, Cromemco, North Star and MITS may someday be worth a mint. Discontinued computers from the early '80s, including Osborne, Commodore PET, early Kaypros, TI 99/4A and Adam, should also have value. The Mindset, which was highly praised for its design and graphics, is rare but valuable.

Ironically, as a computer becomes obsolete and its used-market value drops, it becomes precious on the collectable market.

Computer games and software could become the baseball cards of tomorrow. The original VisiCalc in its shrink-wrapped box could become as highly prized as a 1906 Honus Wagner card. Programs from companies that no longer exist, such as Sirius, Micro Lab, Synapse, Tronix and Romox, should be valuable. Video game systems, especially discontinued Intellivision, Odyssey II, Vectrex and Astrocade, are worth collecting. *The Odyssey 100*, a dedicated *Pong*-style game from 1972, has historical value as the first home video game.

Early computer magazines also are expected to have some value. In particular, the January 1975 issue of *Popular Electronics*, which announced the Altair 8800, one of the first personal computers, and the premiere issues of *Byte* and *Creative Computing* are worth collecting. Bumper stickers, buttons and junk given at computer shows, including wacky products like the Amiga "Joyboard," a silly controller that was ridden like a skateboard and sold to generate capital to produce the Amiga computer, are collectable.

—Dan Gutman

HamNet to the Rescue

The idea of an information service-based amateur radio forum sounds nothing less than contradictory. After all, ham radio revolves around electronic communication. With all of that expensive and impressive radio equipment at their disposal, why do so many amateur radio operators belong to CompuServe's HamNet Forum?

The truth is that even the best ham cannot always get his station's signal to a particular place at a specific time. Nature likes to play nasty tricks on long-distance transmissions, and today's radio spectrum is an extremely crowded, confusing place. So HamNet acts as a safety net, helping hams to coordinate their on-air activities when radio connections are not practical.

Most of the time, HamNet members chat about mundane topics such as antenna designs, power amplifier theory and FCC license examinations. But when disaster strikes, the forum transforms itself into a computer-based crisis center.

For instance, during last year's Armenian earthquake emergency, HamNet acted as a clearinghouse for news from the scene, leaving on-air networks free to concentrate on relief messages. When disaster hits closer to home, the forum often functions as an interface between the public and the ham community.

Forum Administrator Scott Loftesness recalls that HamNet played an active role during the 1985 Mexico City earthquake. "In the Mexico City situation, there was quite a bit of interest from CompuServe users about friends and family. In several cases, names were relayed on HamNet and then passed via ham radio to the stations in Mexico City."

Forum members also often band together in public service efforts. In the aftermath of the Armenian disaster, several users asked electronics manufacturers to donate radio and computer equipment to Soviet ham relief teams. Tandy responded by contributing six Model 102 laptop computers, and Yaesu USA, a radio manufacturer, sent six VHF transceivers.

To visit HamNet, type GO HAMNET. For more information on ham radio relief efforts and the hobby in general, contact the American Radio Relay League, 225 Main St., Newington, CT 06111; 203/666-1541.

—John Edwards

CD-ROM Law Libraries

Despite its commanding glory, the traditional paper-based law library, with its row upon row of leather-bound texts, may be headed the way of quill pens and powdered wigs. The legal reference set of the future will probably consist of little more than a personal computer and a CD-ROM disk file.

The changeover is already under way, and several firms now market optical disk-based law texts. ROM Publishers of Lincoln, Neb., sells Pro-Cite, a CD-ROM library of regional and federal case-law data. Wheaton, Ill.-based CD Reports Inc. markets the Laserlaw series of CD-based case-law texts. VLS Inc. of Toledo, Ohio, offers Optext CFR/FR, a four-disk set that contains the Code of Federal Regulations and quarterly issues of the Federal Register.

Noel Adler, administrator of CompuServe's Legal Forum, thinks CD-ROMs offer an intelligent alternative to traditional legal texts. "Because of the space and cost of law books, most law firms have a limited library and do limited research," he observes. "With these cases on CD-ROM, the space requirement is eliminated and cost also should be less. Attorneys should be able to do more research in less time, thus serving their clients better."

Spokesmen for the CD-ROM publishers say their disks are less expensive and easier to update than paper-based texts. They also claim the new technology enables them to ship original and revised data to users faster than traditional publishers.

But Adler notes that virtually all current CD-ROM law libraries are marketed by small start-up companies. Major legal publishers, he says, are viewing the field with a combination of skepticism and fright. "CD-ROM has been slow in coming to the legal area because of the few legal publishers who almost have a monopoly in legal publishing. If they put their material on CD-ROM, they feel they won't be able to sell their books," he says.

Nevertheless, Adler is generally optimistic about the future of the law office CD-ROM industry. "It will be just another office technology, like fax and computers are today," he predicts.

To reach CompuServe's Legal Forum, type GO LAWSIG.

—John Edwards

The President's Lineage

Although no federal laws were broken, a case could be made that J. Danforth Quayle got the job of vice president due to nepotism.

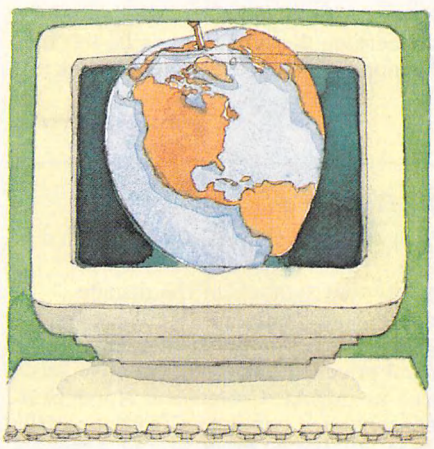
A genealogist specializing in the lineage of presidents told the Associated Press that President George Bush is related to Quayle—they are 10th cousins once removed. The pair also can count among their illustrious ancestors Abraham Lincoln and Charles Stanley Gifford, the man thought to be Marilyn Monroe's father.

Genealogist Gary Boyd Roberts says that both Bush and Quayle have roots in 17th-century New England, both are white Anglo-Saxon protestants and both have strong ancestral ties to the South.

The man in the Oval Office, however, is not just another country boy made good. Bush is only the third of what Roberts calls "Social Register" presidents. The others are Democrats Theodore and Franklin Delano Roosevelt, distant cousins who were closely connected to New York society.

Bush's ancestors read like an historical volume of *Who's Who*, including former presidents Franklin Pierce, Abraham Lincoln, Ulysses S. Grant, Rutherford B. Hayes, Grover Cleveland, William Howard Taft, Calvin Coolidge, Franklin Roosevelt, Richard Nixon and Gerald Ford. He also is descended from British royalty going as far back as the 12th century with King Henry I, the son of William the Conqueror.

"If you look at pedigree, you can tell about patterns in culture," says Roberts, who is the author of a recently published book on Bush's ancestry. For more information on the president's lineage, consult file BUSH.REL in Library 7 of the Genealogy Forum (GO ROOTS).



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Some Micro Games Motivate Students

Computer game aficionados will tell you that there is more to a good game than merely zapping an alien power into another galaxy. Teachers and parents of disabled children are realizing the value of carefully selected computer games.

"Educational games are motivating," says Jack Moore, project manager of the new IBM/Special Needs Forum. Enticing sounds, eye-catching graphics and other design features attract and hold the attention of students and also help learning-disabled and hyperactive children focus on the task of learning. "Games make practicing remedial skills less tedious, and special-education students generally have a lot of that to do," he says.

Arcade-type games can increase hand-eye coordination and help a child to think quickly, while text adventure games can help a child improve problem-solving and logic skills. Those games that can be used to create graphic designs or music compositions can foster a creative spirit.

"Special-ed students tend to be poor readers, and many games require little reading but involve and enhance other types of skills," says Moore. Games also can be adapted for instructional activities in a variety of skill areas. For instance, the popular *Where in the World is Carmen Sandiego?* has been used to teach students about world geography, reference research skills, and foreign social customs and monetary systems.

"Educational games make learning fun," says Moore, who reminds parents that they need not spend a fortune on these high-tech games. Library 2 of the IBM/Special Needs Forum is filled with public-domain math, drawing, geography, quiz/trivia and word games. The only cost to the parent or teacher is the connect time it takes to download them —about $1 per game, Moore estimates.

For a complete list of the educational games available in the IBM/Special Needs Forum, type GO IBMSPEC. Enter Library 2 and select the Browse option from the menu.

—Cathryn Conroy

College Courses for the Homebound

When Carolyn Jackson suffered her second heart attack due to a connective tissue disease, she made good use of her time in the hospital's intensive care unit. While her body was hooked up to monitors and glucose drips, she took her final college exams. What's more, her professors had no idea she was hospitalized.

All of this was accomplished through a community college with a vision. Handicapped people who cannot leave their homes often find it difficult, if not impossible, to go to college.

According to Bloomington, Ill.-based *Accent on Living*, a magazine for the physically handicapped, Rio Salado Community College in Phoenix, Ariz., has developed a Homebound Project that has changed that. Still in the pilot stage, the program is expected to become national, says its director, Helen Sprawls. When it does, it will offer handicapped or homebound people around the country a chance to take college classes in an interactive classroom setting through an audio teleconferencing system called The Sundial Network.

Rio Salado's program began five years ago and has served hundreds of handicapped students. All that is needed are a telephone (headsets are available) and the desire to learn. *Accent on Living* reports that the telephone lines between students and professors are linked through a bridging device that can join up to 20 phone lines at a time for simultaneous, interactive instruction. In addition, those 20 lines can be separated for smaller group discussions and later reconnected.

Jackson says, "Full potential cannot be obtained unless self-esteem is high." She has earned 16 college credits and has a straight-A record, although she admits to being in constant pain. She plans to pursue a career as a computer programmer, something she can do from a home office.

For more information on the program, contact Rio Salado Community College, 135 N. Second Ave., Phoenix, AZ 85002; 602/244-8355. Information also can be found in the Handicapped Users' Database (GO HUD-5849).

OS/2 Alternatives Attract Attention

OS/2 is finally here, but practical applications for the new operating system remain scarce. Venerable PC/MS-DOS supports numerous programs, but doesn't take advantage of the processing power offered by new generation personal computers. What can a power user do?

Once-exotic disk operating systems such as QNX, THEOS and Concurrent DOS are now attracting the attention of many users who are dissatisfied with the current state of Microsoft and IBM system software. While these alternative systems will never challenge DOS or OS/2 in terms of market supremacy, the ongoing market confusion is generating a minor windfall for their creators.

"Thank God for OS/2—it's the best thing that ever happened to us," says Dan Hildebrand, a technical specialist for Kanata, Ontario-based Quantum Software Systems Ltd., which publishes QNX. "It's gotten us a lot of attention."

QNX is a multitasking, multiuser DOS. Like OS/2, it can run applications in either real or protected modes. Unlike the Microsoft/IBM DOS, which requires users to install at least 2MB of memory, users can upgrade to QNX by merely purchasing a pair of relatively inexpensive network cards.

THEOS/386 is another multiuser, multitasking DOS that is attracting interest from frustrated IBM PC users. A spokesman for THEOS Software of Walnut Creek, Calif., says the firm has added several enhancements to the software during the past several months. He also notes that company researchers are working on a DOS compatibility option that will allow users to easily switch between THEOS and Microsoft/IBM's original operating system.

Digital Research's Concurrent DOS and DR-DOS also are gaining in popularity. Frank Iveson, Digital Research's vice president of sales, notes that the company recently added more memory support and the ability to access data through Novell network servers to the DOSes.

Don Watkins, administrator of CompuServe's IBM Users Network (GO IBMNET), says alternative operating systems are a hot issue. But he notes that DOS multitasking add-ons are receiving attention, too. "Products such as Software Carousel, VM/386, Omniview and Desqview are a primary topic in the multitasking section on the IBM PC Systems/Utilities Forum (GO IBMSYS)," he says.

"None of these products are really operating systems because they all run from DOS," Watkins says. "But they do provide a bridge for those who want multitasking but are unwilling to switch to OS/2."

For more details on QNX, contact Quantum at 613/591-0931. Additional THEOS information is available by calling the company at 415/935-1118. For more data on Digital Research operating systems, visit the Digital Research Forum (GO DRFORUM).

—John Edwards

Monitoring Researchers

Scientists often have difficulty adhering to such organizational demands as budgets and deadlines.

Dr. Robert Szakonyi interviewed more than 1,000 managers of research-and-development programs in the United States and Europe to find a workable solution to this shortcoming.

While the solution Szakonyi devised sounds simplistic, experts claim it works in this highly intuitive scientific process: Managers need to be expert listeners and questioners.

Szakonyi realized that more advanced research creates a great problem of scheduling and control. Sometimes researchers change their objectives midway through the project and create new plans to their own liking. Or they may accidentally end up on the wrong track, causing the project to fail to meet its technical objectives, suffer cost overruns and not make its deadline.

To prevent such disasters, Szakonyi advises managers to "act early and quickly," making sure the project leader knows exactly what is going on. Getting this information means being a good listener and questioner as well as possessing scientific and high-tech skills.

For more information on Szakonyi's theories and ideas, consult his newly published book, *How to Successfully Keep R&D Projects on Track*, which is available from Lomond Publications Inc., PO Box 88A, Mt. Airy, MD 21771; 800/443-6299 or 301/875-5475.

—Cathryn Conroy

How to Get the Most Out of CompuServe

Processing Words Online

by Charles Bowen and David Peyton

Sometimes computers behave like an eccentric uncle: Things that are easy and obvious to you constantly elude him. But give him a truly knotty problem, and he has it unraveled before you can refill your coffee cup. Such completely opposite talents have resulted in a firm alliance between human and computer, because each is strong where the other is not.

Consider the problem of sorting. If humans were given a list of 300 names, addresses and telephone numbers and asked to arrange them in several different orders—say, alphabetically, by phone exchanges and by ZIP codes—we could do the job, but it would be a mind-numbing task, involving many minutes, maybe hours, and probably a large stack of well-thumbed index cards. The computer requires only seconds to produce those lists, because sorting is easy for it.

On the other hand, the computer can't handle the simple task of searching for omissions. It is second nature to humans to look over those carefully ordered lists and discover, "Oops! It looks like I forgot Fred and Barney again." No amount of computer power is going to enable the machine to process data that isn't there. That is the human's job.

Still, while man and machine cover for each other, all is not perfect in the relationship. Humans zip along toward conclusions with the speed of a tree. But computers aren't perfect either. Take word processing, for example.

Several millennia of human habit have produced a universal, straightforward system for writing and editing on paper: The moving finger that writes also can back up to erase, over-write, scratch in the margin and make footnotes. It seems simple until you try to teach a machine to do the same thing.

A generation of computing has revolutionized the output of writing—from new printers to desktop publishing—but it hasn't successfully challenged the simplicity of inputting with a pencil.

Until it does, we must meet the writing/editing software more than halfway. Typically, this means using menus or imbedded commands to tell the electronic finger where to move in the text and what to do there.

Many CompuServe features—EasyPlex electronic mail, the forum message boards, the National Bulletin Board, the Personal File Area and others—invite you to write your thoughts online, and the system provides two programs for composing and editing:

- LINEDIT, a menu-driven editor that interacts with numbered lines in the message, is ideal for beginning and intermediate users.
- EDIT, a more flexible command-driven editor, is designed for more experienced members.

To see how they work, suppose you visit EasyPlex (GO EASY).

You want to write a message, so you choose the Compose option from the EasyPlex main menu and then see:

```
*********************************
Enter message. (/EXIT when done)
 1:
*********************************
```

The system awaits your first line of text. The 1: prompt is characteristic of LINEDIT, the line-numbered editor. When you enter your first screen line of text and press the Return key, the system prompts with 2: for the second line and so on. For example:

```
*********************************
 1: This is my first attempt
<RETURN>
 2: to use the online wrd processor
<RETURN>
 3: on CompuServe. So far so
good.<RETURN>
 4: What could be easyer?
<RETURN>
 5: /EXIT <RETURN>
*********************************
```

When you close the file by typing /EXIT on a line by itself, EasyPlex displays a Send menu:

```
*********************************
EasyPlex Send Menu
For current message
 1 SEND
 2 EDIT
 3 TYPE
 4 FILE DRAFT copy
 5 SEND with /RECEIPT ($)
Enter choice !
*********************************
```

If you choose the EDIT function (Option 2), the system provides the Edit menu:

```
*********************************
Edit Menu
 1 CHANGE characters in line
 2 REPLACE line
 3 DELETE line
 4 INSERT new line(s)
 5 TYPE all lines
 0 SEND message
Enter choice !
*********************************
```

Because these options interact with specific line numbers, you first might want to reread the message. Option 5, "Type," redisplays it with the line numbers:

```
*********************************
 1: This is my first attempt
 2: to use the online wrd processor
 3: on CompuServe. So far so good.
 4: What could be easyer?
*********************************
```

Our message has two typos. Both can be fixed with the same editing menu option. Selecting "Change characters in line" causes the system to display:

```
*********************************
Which line #1:
*********************************
```

Typing 2 leads to this dialogue:

```
*********************************
Current line:
2: to use the online wrd processor
Text to replace: wrd <RETURN>
Replacement text: word <RETURN>
New line:
2: to use the online word processor
Press <CR>!
*********************************
```

Pressing the Return key brings you back to the Edit menu. You can repeat the process to change "easyer" to "easier" in line 4.

Note that the Edit menu also allows you to replace or delete an entire line (Options 2 and 3), and to insert new material (Option 4, which prompts you for the number of the line at which to begin). It is wise to type the message again (Option 5) after major editing, such as inserts, to see the new line numbers.

LINEDIT's functions are adequate for basic note-writing. However, as members become more comfortable with online writing, they sometimes want to step up to the EDIT program. It is faster because it doesn't use menus, and it is more powerful because it has additional options, such as search-and-replace. However, it also is a little more complex because it doesn't rely on line numbers.

Composing with EDIT looks like composition with LINEDIT without the line numbers. When the file is opened, the system reports, "Enter message. (/EXIT when done)" and waits for you to enter your words. You can type your message like this:

```
*********************************
This is my first attempt <RETURN>
to use the online wrd processor
<RETURN>
on CompuServe. So far so
good.<RETURN>
What could be easyer? <RETURN>
/EXIT <RETURN>
*********************************
```

After you type /EXIT, you can return to the Send menu option. This time, though, editing is not by menu option. Instead, when you select the Edit option, the system displays:

```
*********************************
Entering editor. Type /EXIT when done.
[Ready]
*********************************
```

Ready, indeed, but where is your message? And how can you tell the system where to make changes if there are no line numbers to refer to?

Instead of line numbers, the EDIT program uses an invisible line pointer to mark your place in the text. As the lines scroll by, the invisible "finger" drops down one line at a time. Suppose you type /P2 and press the Return key, which means "Print the first two lines of text." Note the syntax: a slash, followed by the letter P for print and a 2. The slash at the beginning of a new line tells EDIT that this is a command, not text. The system displays:

```
*********************************
This is my first attempt to use the
online wrd processor
*********************************
```

While printing the text, the /P2 command also moves the line pointer from the top of the file to the second line. Now any editing command you enter will affect the second line. For instance, to change "wrd" to "word" you enter:

```
*********************************
/C/wrd/word <RETURN>
*********************************
```

The /C command means "Change," but note the use of extra slashes this time. The syntax of the command is /C/old string/new string.

A powerful feature of EDIT is its search capability, the /L (for "Locate") command. If you want to find the second error—"easyer"—enter:

```
*********************************
/L/easyer <RETURN>
*********************************
```

This causes EDIT to move the pointer to where the error occurs. Type /C/easyer/easier to correct it.

Here's an important point about the /L command: It searches only the current line (the line currently pointed to by the invisible pointer) and all lines below it. In other words, to search the entire file for a word or string of characters, you first must move the pointer back to the top of the document. The /T command, for "Top," positions the pointer *above* the first line of text, allowing you to use the command to add material at the beginning of the text. Similarly, /B (for "Bottom") moves the pointer below the last line of a document, enabling you to continue entering text.

If you want to see the entire file, start by typing /T to reach the top, then type /P1000, meaning print the next 1,000 lines or to the end.

Once the editing changes have been made, close the file by typing /EXIT.

Here are other EDIT commands:

- /D deletes the current line. You also can follow it by a number. For instance, /D2 deletes two lines, the current one and the line that follows it.
- /N, for "Next," moves your line pointer down the file one line. It also may be followed by a number. If you enter a positive number such as 2—/N2—the line pointer advances two lines. Typing a negative number—/N-2—causes the pointer to back up two lines.

In addition, there is a global change command with this syntax: /1000(GC/old string/new string. Note the use of the single parenthesis and the fact that there are no spaces in the command. This command is the same as /C, except that it alters *all* occurrences of the old text on the current and the number of lines you specify (i.e., 1000 lines). If you want to search an entire document, replacing Bill with William, for example, first go to the top of the file and enter:

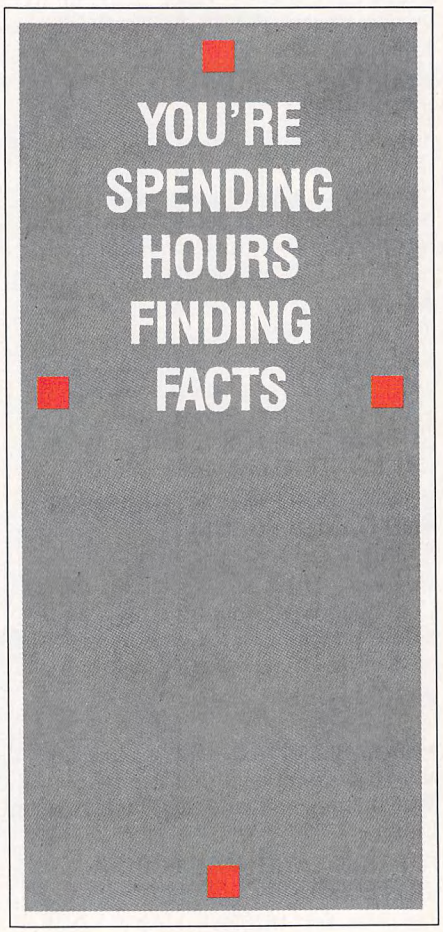
```
*********************************
/1000(GC/Bill/William <RETURN>
*********************************
```

Most CompuServe features that invite your text—EasyPlex, the forums, the National Bulletin Board—let you choose which editor to use. Most default to the more elementary LINEDIT program, but also provide user options or Set functions for changing the default to EDIT if you want to experiment with it.

A preference for one of the editing programs also can be set as a global default for the entire system in the Terminal/Options area (GO TERMINAL). A choice of LINEDIT or EDIT can be specified with Option 5 of the "Log-on/Service Options" portion of the Terminal Options area.

Finally, if neither LINEDIT nor EDIT is your idea of high-tech writing, hang in there. Help is on the way. Many newer terminal programs have built-in, full-screen editors to allow you to compose and edit your messages with cursor controls akin to those used in offline word processors. It is the latest stab at the old problem of trying to make computers and humans think a little more alike.

Charles Bowen and David Peyton co-authored How to Get the Most Out of CompuServe *and* CompuServe for IBM PC Power Users. *Bowen's CompuServe User ID number is 70007,411. Peyton's is 76703,244.*



Find a File for You

The libraries in CompuServe's forums are filled with thousands of files. The following are a few of the files uploaded in recent months. For a larger, more up-to-date list of uploads, check the weekly "Uploads" (GO OLT-3700).

ADOBE FORUM
(GO ADOBE)

Bar Code Creator—ZIPCode, a Postscript EPS file that creates bar codes for five- or nine-digit ZIP codes for business-reply mail. The results can be placed in PageMaker as graphics. File ZIPCOD in Library 4.

AMIGA ARTS FORUM
(GO AMIGAARTS)

Reminder Utility—MemoPad, a WorkBench utility that runs in a separate window on the WorkBench screen. Capable of generating dated reminders. File MEMOPA.ARC in Library 10.

ASHTON-TATE FORUM
(GO ASHFORUM)

Duplicate Finder—A program to find duplicates in a dBase database. Will check three user-specified fields up to 99 times each. File FLAG2.ARC in Library 2.

ATARI 8-BIT FORUM
(GO ATARI8)

Support Locator—Recently updated file that includes addresses and phone numbers of where to get support for old equipment and software packages for the Atari 8-bit machines. File SUPORT.TXT in Library 0.

ATARI ST ARTS FORUM
(GO ATARIARTS)

Sailboat Game—*Bermuda Race II*, an educational tutorial on sailboating and a race game from Rhode Island to Bermuda. Files RACE.ARC and RACEIN.DOC in Library 2.

COMMODORE MUSIC, GRAPHICS AND GAMES FORUM
(GO CBMART)

Shootout—*High Noon* game for the Commodore 64. Shoot the outlaws before they kidnap the girls and rob the bank. File HIGHNO.BIN in Library 8.

EPSON FORUM
(GO EPSON)

Modem Game—An *Othello* game for MS-DOS computers that can be played over the modem. File PCOTHL.ARC in Library 7.

FOREIGN LANGUAGE FORUM
(GO FLEFO)

Japanese Text Display—KANJIVIEW, a program for IBM PCs with Hercules graphics that displays Japanese language textfiles including electronic mail. Requires 392K free memory. File KV.ARC in Library 7.

GENEALOGY FORUM
(GO ROOTS)

Genealogy Program—Brother's Keeper version 4.0, a genealogy program for IBM PCs and compatibles by John Steed. Files BK1.ARC, BK2.ARC and BK3.ARC in Library 3.

IBM APPLICATIONS FORUM
(GO IBMAPP)

Sales Tracker—A prospect/client/customer tracker. Menu driven. Includes a phone dialer, fast search capability, appointment file, invoices and proposal generator, tickler file, revenue and expense forms and label generator. Files SALE-A.ARC, SALE-B.ARC, SALE-C.ARC and SALE-D.ARC in Library 6.

IBM COMMUNICATIONS FORUM
(GO IBMCOM)

Noise Elmininator—Instructions on how to build a $12 modem noise reducer using parts from Radio Shack. File NONOIS.ARC in Library 7.

IBM NEW USERS' FORUM
(GO IBMNEW)

Spiral Design—*Spiroplot*, a computerized version of the Spirograph. Program will enable you to save the wheel settings to a file and play them back. File SPIRO.ARC in Library 5.

IBM JUNIOR FORUM
(GO IBMJR)

Software Support—A list of software products, compiled by IBM employees, that will and will not run on the PCjr. Files JRSOFT.LST (textfile) and JRSOFT.ARC (archived version) in Library 1.

INVESTORS' FORUM
(GO INVFORUM)

Computer-Aided Investing—A list of the organizations and other resources that provide support for computer-aided investing. Files CAI-IR.DOC and CAI-IR.ARC in Library 9.

MAUG APPLE DEVELOPERS' FORUM
(GO APPDEV)

C Programming—OIC, a portable object-oriented programming environment for the C programming language. Completely portable and works with C compilers without preprocessor capabilities. File OIC.SIT in Library 1.

MAUG APPLE II/III FORUM
(GO APPLETWO)

IIgs Launcher—Version 2 of JumpStart, a full-featured IIgs launcher that launches programs that Finder cannot. Features an unlimited run list, point-and-shoot booting of slots 5 and 6, and 64K printer buffer. Files JSDOC.BQY and JSFULL.BQY in Library 4.

MAUG MAC FUN FORUM
(GO MACFUN)

Fractal Creator—Mandlebrot version 4.5 draws the Mandelbrot and Julia fractals. It uses patterns on black-and-white Macintoshes and 256 colors on a Mac II. Program will save, load, scroll, zoom in and out, change palettes and animate. Works on Mac Plus, Mac SE and Mac II with 256 colors. File MANDEL.SIT in Library 5.

MOTOR SPORTS FORUM
(GO RACING)

Racing Schedule—Schedule of 1989 racing events, updated as information is provided. File RACE89.SKD in Library 1.

NANTUCKET FORUM
(GO NANFORUM)

Database Utility—DBFS, a database file structure utility that extends the usefulness of the Create From command in Clipper, allowing the programmer to store file structure information outside the EXE file. Public Domain. File DBFS.ARC in Library 4.

OUTDOOR FORUM
(GO OUTDOORS)

Ready in a Year—Textfile presents an overview of the concept of "yearly periodization" in sports performance. The file is primarily for cyclists, but the information can be modified for any endurance sport. File YRPLAN in Library 7.

TANDY PROFESSIONAL FORUM
(GO TRS80PRO)

Credit Card Tracker—A program for MS-DOS machines that assists in keeping track of charge card transactions, including the vendor, date and amount logged. It keeps a running balance of remaining credit amounts as well as the total credit line still available. File CHARGE.ARC in Library 6.

VAX FORUM
(GO VAXFORUM)

Conference on a VAX—Conferencing system for VAX/VMS that enables users of the system to communicate with each other in a way similar to CompuServe's CB Simulator. Has a conference metaphor rather than the channel metaphor that most systems use. File TALK20.TLB in Library 7.

David Peyton co-authored How to Get the Most Out CompuServe. *His CompuServe User ID number is 76703,244.*

Speculating on the American Dollar

Tracking Trade Deficit, Foreign Policies Essential

by Mike Pietruk

For the past two decades, the value of the American dollar has steadily declined in relation to other major currencies. There are a variety of reasons for this decline, including the fact that the United States is now just one of many strong economic powers. Other factors include the burgeoning of the US trade deficit, the financial policies of other nations and foreign nations' lack of confidence in the US government's ability to manage the country's economic affairs.

Large sums of money have been made by investors and speculators playing this major down trend and the more volatile short-term swings in the dollar's value. To do this successfully, currency market traders say it is essential to keep up with trends and expert opinions.

One excellent source of information is the daily *Currency Market Analysis* (GO MMS) prepared by MMS International, a multinational corporation specializing in financial and economic research. The report provides an inside look at the fundamental factors affecting the spot and futures market for international currencies. Daily commentary, which is written after the close of the futures markets in Chicago, focuses on elementary and advanced analyses of market-moving forces, as well as forecasts of future market activity in the form of support and resistance levels. Analysis is provided by MMS analysts in New York, Chicago, London, Hong Kong, Tokyo, Singapore and Sydney.

The Census Bureau Online Service (GO CENDATA) is a second source of vital information. Reports on foreign trade and international statistics are featured regularly, along with domestic data, such as gross national product, that have an impact on international trading.

Those who want to identify and take advantage of these exchange rate swings have several investment alternatives from which to choose. A conservative approach would be to investigate the international stock mutual funds offered by many firms, including Fidelity, Scudder and T. Rowe Price, to name a few. While these won't necessarily let investors profit directly from the fluctuations in the currency markets, they do provide the opportunity to participate in the economic growth of nations such as Japan, Australia, Korea and Germany.

A similar strategy would be to buy foreign stocks. They can be obtained through major brokerage firms. It is much simpler for Americans to buy them in the form of American Depository Receipts traded on the New York and American Stock Exchanges. ADRs are also available through over-the-counter markets. Such familiar foreign names as Sony, Hitachi, Reuters and Jaguar have ADRs.

All of these mutual funds and stocks can be tracked using symbols obtainable in the recently enhanced Issue/Symbol LOOKUP (GO LOOKUP). Historical prices that go back, in some cases, to the mid-1970s can be found in Issue Pricing History (GO PRICES) and Current Day Quotes (GO QQUOTES).

The most risky and also the potentially most profitable way to speculate in currencies is to buy or sell futures contracts. Futures contracts present the possibility of unlimited gain accompanied by the inherent risk of catastrophic losses. Needless to say, most prudent investors are advised to leave this arena to the professionals. For those interested in trying their hand or just wishing to monitor these markets, CompuServe presents futures prices (GO CPRICE). Also offered is expert futures analysis by Agri-Commodities. These are accessible from the main Commodities menu (GO COMMOD).

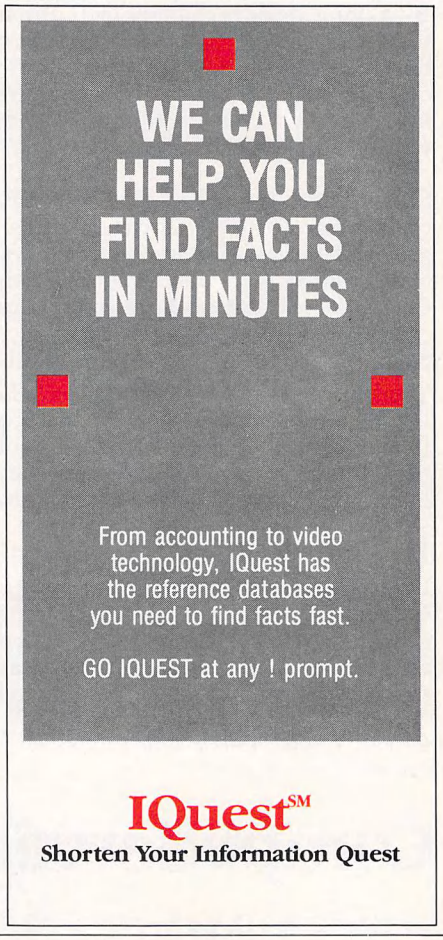
Options on foreign currencies are less risky than futures. As with equity options, the purchaser of a "call" option acquires the right to buy a specified foreign currency at a stated price for a fixed period of time. The call buyer is betting that the underlying foreign currency will grow stronger against the dollar. "Put" options work in the opposite way, giving the holder the right to sell. The owner of the put will profit if the dollar rises in relation to the foreign currency. Currency options appeal to some because investors can lose only the amount of money they have put down.

Still, currency options are considered extremely speculative. The speculator is not only guessing on the direction of exchange rates, but is also betting that the move will occur in the lifetime of the option. Options are extremely volatile, and the vast majority of individuals who enter this arena lose money. Currency options are traded on the Chicago Board Options Exchange and the Philadelphia Stock Exchange.

Quotes on these options are included in the Current Day Quotes and the Historical Price databases, along with prices on the underlying foreign currencies. Symbols for the currency options are in Issue/Symbol LOOKUP (GO LOOKUP). Symbols for the underlying foreign exchange rates and currencies are in MicroQuote Indexes INDICATORS (GO INDICATORS).

As with any kind of investing or speculating, it is important to remember the principles of portfolio management and diversification among a broad range of issues. Those who keep these concepts in mind will find that currency-related securities may well have a place in their investment portfolios.

Mike Pietruk is a forum administrator of CompuServe's Investors' Forum and an assistant vice president of Preferred Savings & Loan in Chicago. His CompuServe User ID number is 76703,4346.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Anne Bryant

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Anne Bryant is a fictional character. However, this case is based on an actual client application.

Need Investing Advice?

Get Immediate Forum Feedback

by Mike Pietruk

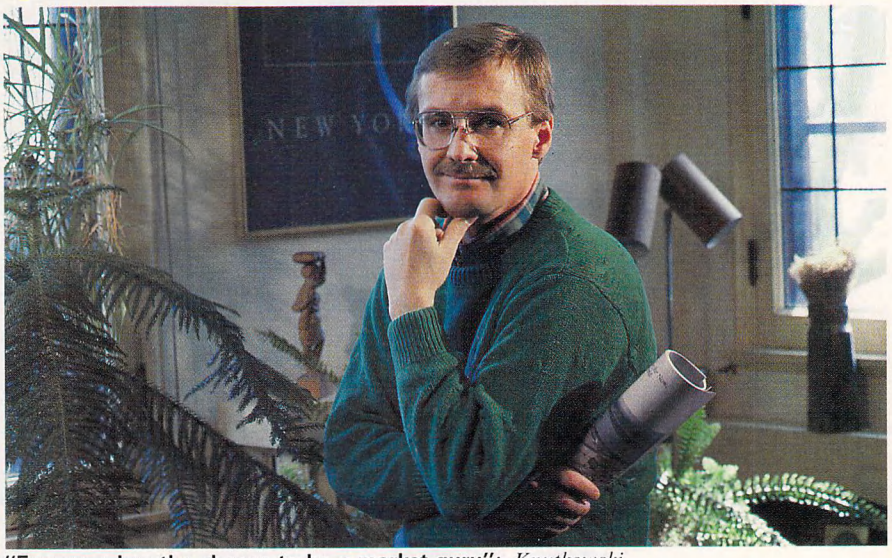
A spirit of fellowship and cooperation has been the catalyst that has made the Investors' Forum the place investors turn to for online investment information. In INVFORUM, as it is called by the regulars, investors meet to share ideas, ask questions and exchange information that many say is unavailable elsewhere.

The center of activity in INVFORUM is Section 16 on the message board. Although much of the discussion here focuses on stocks, options, commodities and the use of the computer in investing, there are also sections dedicated to real-estate, bonds and other fixed-income investments, mutual funds and financial planning. All financial questions are welcome and may be answered by any of the forum members. Membership includes industry professionals, individual investors, attorneys, accountants and a variety of others interested in sharing investment information.

This diversity of backgrounds contributes to lively discussions featuring a variety of perspectives. "The stock picks and market commentaries of some of our members are eagerly read on a daily basis by many," says Forum Administrator Harry Knutkowski. "What makes this even more interesting is that you get immediate feedback from others, and everyone has the chance, if they like, to become a market guru." About the only restriction imposed by the forum administrators is a strict prohibition of advertising or other solicitations, Knutkowski says. "Other than that, almost anything is fair game."

The message board is also an online "help line" for those seeking advice on how to use CompuServe's news and financial services. The forum staff is well-versed in the use of these services and is full of advice on how to retrieve maximum data in minimum time.

While leaving a message and receiving prompt, informed responses is satisfying, it's especially gratifying to converse one-on-one with people sharing similar interests. Forum members regularly gather in the conference area on Tuesday and Thursday evenings to chat informally on their finances, stock picks and almost any topic under the sun. The informal gabfests are a good way for newcomers to meet other forum members and become part of the regular crowd.



Paul Damien

"Everyone has the chance to be a market guru": *Knutkowski*

The conference area is also where forum members meet and question guest experts. Past guests have included *Forbes* columnist Kenneth Fisher, *Market Letter* writers Kelly Angle and Bruce Babcock, and software developer Dan Schmidt. Other experts have included stock exchange specialists and brokers, an international economist, financial planners and industry analysts. Many of these conference transcripts are saved and filed in the forum libraries.

In addition to conference transcripts, the Investors' Forum libraries contain numerous other files of interest to the personal investor, including information on public-domain and shareware software, ready to use Lotus and Excel spreadsheets, commentaries, message threads from the message board and a variety of help files. A catalog of each library's holdings, many of which were contributed by Invforum members, may be obtained by typing CAT/DES at any LIB# prompt. Generally, all new files first can be found in Library 10, where they are kept for about a month before being moved to their permanent library homes. For the most part, the library names correspond to those of the associated message board section and may be listed by typing LN at the forum's main prompt.

As is the case with investment advice found anywhere, you should not make any decisions without first determining the accuracy and suitability of the proposed action to your situation. Users agree to this disclaimer upon joining the Investors' Forum by taking responsibility for the use of the information received and holding all parties harmless for its consequences. This permits members to speak openly and frankly, making the Investors' Forum (GO INVFORUM) a useful and invigorating source of investment information.

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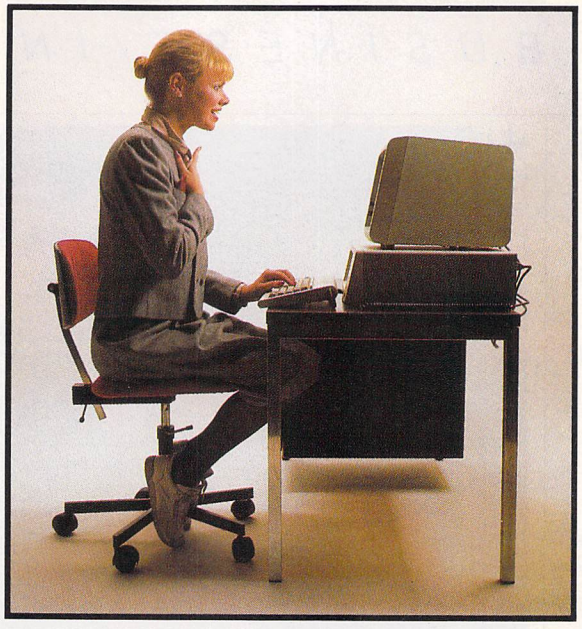

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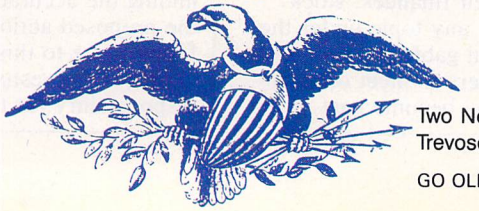

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GO OLI for more information.

Portfolio Valuation Gets Current Quotes

by Mike Pietruk

Tracking investments is a time-consuming task, but wise investors realize it is an essential one. Regularly monitoring a portfolio is important for gauging its overall performance and for keeping tabs on the individual securities that constitute it.

Recent enhancements to CompuServe's Portfolio Valuation program (GO PORT) enable subscribers to concentrate on investment selection rather than the tedious chore of record-keeping. This service computes the weighted value of every item in a portfolio and reports the original and current value of individual securities and the portfolio as a whole.

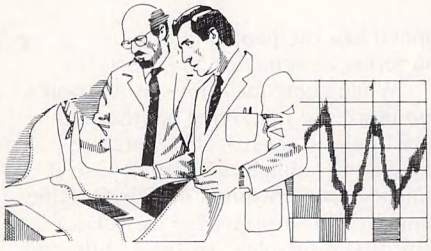
Those who have used the service in the past will notice several significant changes. Instead of basing all calculations on previous day closing prices,valuations can now be current using 15-minute delayed quotes from Current Day Quotes (GO QQUOTES). The old non-intuitive command structure has been replaced by a mostly menu-driven interface that enables users to navigate the program with ease.

The main menu now offers three options: "Produce a Portfolio Valuation Report," "Set up a New Portfolio" and "Change an Existing Portfolio."

If you are using the program for the first time, select Option 2 and build a portfolio file. Once constructed, it will be permanently stored in your financial storage area. The portfolio creation process is straightforward. Initially, you will be asked to name your file. File names can be up to six characters in length, followed by an optional period (.) and three-character suffix extension. (For instance, if your name is Tim and a particular file will track your personal holdings, you could name it STOCKS.TIM). Next, enter a one-line description of the file's contents.

Now you are ready to enter the important data on your investments. You will be prompted for each security's ticker symbol or CUSIP number—obtainable from the Symbols Locator program (GO LOOKUP)—the number of shares owned or paramount for bonds, or number of contracts for options, and your initial per unit cost. For the unit cost, it is a good idea to add brokerage commissions and mutual fund loads as part of the cost basis. This information will provide a more realistic overview of your break-even point. After you enter this data, press the Return key at the Issue prompt to get back to the main part of the program.

Follow these steps to create as many portfolios as you desire. This multiple portfolio feature is ideal for those who want to do "what if" analyses or maintain separate files for IRA, Keogh and regular investment accounts. If you read a market newsletter, you may want to create a portfolio to track its performance against yours or that of another advisor. By putting together a proxy portfolio, you can stay abreast of foreign currency exchange rate fluctuations in relation to the dollar. You may want to try your hand at developing your own market or industry index and observe it weekly, daily or even more frequently.



Once a portfolio has been established, you can produce a valuation for the current or any past date. This flexibility enables you to keep tabs on your stocks throughout the market, while giving you the capability to customize reports to meet specific requirements. Probate attorneys, for example, may need to obtain a valuation for a past date to figure an estate's cost basis. Accountants will similarly find this versatility valuable in determining tax liabilities of their clients.

The report display is easy to read. Securities are grouped into categories—equities (stocks and mutual funds), debt (bonds) and options. Included in the presentation is the issue description, the number of units, the original cost and market price, the original and market values, and the most recent price/earnings ratio and dividend yield. The total value of the portfolio, along with a gain or loss comparison, is shown at the bottom of the report.

For many investors, trading is a way of life. We often buy or sell individual stocks or receive additional shares through splits and distributions. Option 3 from the program's main menu makes it easy to record many changes. With a few keystrokes and within seconds, you can list, find, add, delete or change issues in any or all of your portfolio files.

Each valuation costs $1 per report, plus standard transaction charges for the quotes. A portfolio of five ticker symbols tracked during the market trading day, for example, would cost $1.35—$1 for the report generation plus 7 cents for each quote used in the report if the market is still open, and $1.10, or 2 cents for each quote used in the report, after the market has closed. Portfolio quotes for any historical trading day are 5 cents each. The 25 percent Executive Option discount also applies to the quotes surcharges. These costs are in addition to the normal connect-time charges.

To put this investment management tool to work for you, type GO PORT at any prompt.

Mike Pietruk is a forum administrator of CompuServe's Investors' Forum and an assistant vice president of Preferred Savings & Loan in Chicago. His CompuServe User ID number is 76703,4346.

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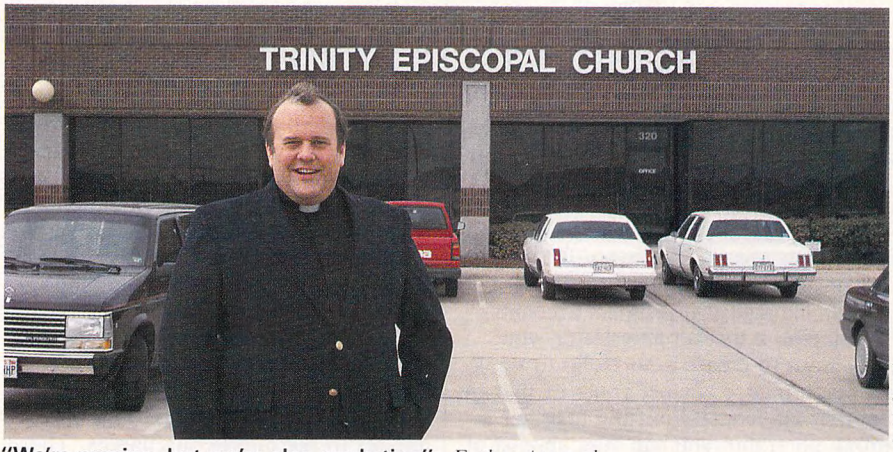

Butch Sword

"We're praying, but we're also marketing": *Father Atwood*

Spreading the Good Word

Demographics Programs Locate Customers, Potential Parishioners

by Cathryn Conroy

Father Bill Atwood, the vicar of the Trinity Episcopal Church in Carrollton, Texas, was called to lead this fledgling mission when it was no more than 40 families gathering in a schoolhouse. But a few months after his arrival, the Easter festival celebration was attended by more than 430 people. Atwood is a firm believer in using the science of statistics and demographics to find the ideal location for a new church.

Atwood approaches each demographic study with the idea that people tend to gather with others of similar interests and lifestyles. Using the SUPERSITE ACORN data from CACI Inc., he was able to look beyond simple facts and figures about average income, home values and educational achievements to discover how people in a given area behave. From this, he could better predict which groups would most likely be attracted to the Episcopal church.

After mapping out neighborhoods in and around Carrollton that would be good targets for finding future parishioners, Atwood and others in the mission called 40,000 families, reaching some 80,000 local residents. This was followed by a series of five direct-mail advertisements to those who had expressed interest, inviting them to the Easter service, which took place in a warehouse that had been renovated into a church. Of those who showed up on Easter, Atwood quips, "The only spiritual qualification they needed was having a telephone. Most were not reared as Episcopalians, but they are much like the people in our core group in terms of behavior and lifestyle."

While some may not see Atwood's no-nonsense marketing approach as spiritual, he says, "The church responds to sunlight and gravity, so it might as well respond to demographic and statistical principles as well as spiritual principles. Truth is truth, and it all comes from God. We're praying, but we're also marketing."

Atwood believes that these principles can be applied to any business. As with a restaurant, bookstore or fix-it shop, a church is successful in part because it meets the needs of its members.

Before any new business opens its doors to the first customer, careful planning is critical. Location is vital for success, and CompuServe's demographic information takes the guesswork out of a crucial decision.

A budding restaurateur in Montgomery County, Md., a suburb of Washington, D.C., wants to select an affordable location in this costly neighborhood. He is considering locating his stylish hamburger shop—which will be a cut above fast-food outlets but still cater to young singles and families—in the upper part of the county, away from the hubbub of the District of Columbia and near an area expanding with new homes and growing families in which far more mothers work than do not. He reasons that most of these people will have neither the time nor the inclination to cook every night.

Before signing any leases, however, this entrepreneur first checks into CENDATA for a broad outlook on the potential of Montgomery County as well as Business Demographics, SUPERSITE and ACORN for specific information on an exact location.

CENDATA, online information from the US Census Bureau, offers broad-based data by county, state and the entire country on agriculture, business, construction and housing, foreign trade, governments, international, manufacturing, population and more. Although there is a huge amount of detailed statistical information in this menu-based system, it can take some digging to find exactly what you want. However, there is no surcharge beyond regular connect-time fees for CENDATA.

One of the most useful reports for someone thinking of starting a business is the Establishment Data by SIC, which is an analysis of County Business Patterns (menu option 10.12). Information is presented for the entire country as well as by state and county. The report offers information on the total number of business establishments, the total number of employees and the total annual payroll. All of this information is useful for analyzing the competition. From this broad-based county report, he learns that there are a total of 907 eating and drinking places in Montgomery County.

To narrow the scope of this demographic survey, he can then consult Business Demographics. Based on information from the US Census Bureau that has been further developed by Market Statistics, Business Demographics is designed to help businesses analyze their markets. Two types of reports are offered and either can be requested based on a number of geographical definitions, including ZIP code, county, state, metropolitan area, ADI (Arbitron TV markets), DMA (Nielsen TV Markets) or the entire United States. (For a glossary of geographical terms, type GO DEMOGRAPHICS and select Option 2.) Both reports are ideal for the close study of business patterns, which can offer insight to a business' potential success or failure. Both reports carry a surcharge of $10 each.

The first, Business to Business Report, includes information on all broad Standard Industrial Classification categories and provides the total number of employees in each category for a designated geographical area. Because it provides a detailed analysis of the types of workers in the area, close

scrutiny of this information will tell the restaurateur who is likely to frequent his shop during the day. Will it be office workers who want a white linen tablecloth for power lunches, or will it be utility and transportation workers who want a quick, homey place to down a bowl of hot chili? In addition, this report will tell him the total number of employees in the area's restaurant business and how it compares to the rest of the state. In this case, he learns that there are 40 percent fewer restaurants in this location than is the state norm, which could mean the competition is less intense and the area is ripe for development.

The Advertisers' Service Report includes data on retail trade businesses, displaying the total number of each type of business—such as restaurant, clothing store or jewelry store—in relation to company size. For instance, in the upper Montgomery County ZIP code that this restaurateur is considering, he discovers there are only 21 eating and drinking establishments, 18 of which employ fewer than 20 people (and half of those employ fewer than five individuals). Closer to Washington, however, 99 restaurants in a given ZIP code are common. This report also guides those businesses who want to purchase newspaper, radio or television advertising into making the best decisions.

The most detailed demographic evaluation is available from CACI Inc.'s SUPERSITE and ACORN databases. Information is presented for the entire United States, every state, county, SMSA, ADI, DMA, place, census tract, minor civil division and ZIP code in the United States.

In addition, SUPERSITE reports can be produced for radius (defined by longitude and latitude) around a site, offering the restaurateur a chance to study the demographics at the exact intersection at which he is considering opening his store.

If you don't know the longitude and latitude, CACI will calculate it for you within four business hours for a charge of $10. To order this, call 703/698-4646 during regular business hours and give the operator the street intersection, city, county and state.

SUPERSITE differs from other demographic products in that they offer information not only on the number of people, their occupations and income but also on their lifestyles and behavior. Many reports are available, with surcharges ranging from $20 to $100 each.

The first SUPERSITE report that should be consulted is the Sales Potential Report for the specific type of business in which you are interested. In this case, the Restaurant Report is chosen for such information as restaurant format, expenditure information (which can be a powerful planning tool), market segmentation and more.

Other available studies include various general demographic reports offering information on age by sex, age by income, housing value by age, and age 55-plus.

What makes SUPERSITE unique are the ACORN Target Marketing reports that present population and household profiles and forecasts, and market-potential reports. ACORN, which stands for A Classification of Residential Neighborhoods, is a market segmentation tool that uses a statistical technique called cluster analysis to classify the US population into 44 unique groups. ACORN analyzes characteristics such as housing values, family structure, income and education level to develop a demographic range of neighborhoods. Populations with similar characteristics are identified and coded with an ACORN type. The system allows marketers to find neighborhoods that are predominantly wealthy, urban or suburban. Or, they can identify areas that are primarily Hispanic or black, blue-collar or suburban middle-class. Using ACORN, marketers can determine which neighborhoods contain the most customers for almost any product or service. ACORN is linked to direct-mail lists, enabling a business to target its customers and prospects more precisely.

These reports help analyze consumer segments. Two households may be similar in demographics but behave differently based on lifestyles. Although both may be earning $40,000, one may be a traditional family made up of an older male wage-earner, a wife at home and their two children in college, while the other may be a young couple who are both working and do not yet own a home. While they may have identical incomes, they dispose of their money differently. ACORN can analyze what they are most likely to spend it on.

Owners of established small businesses may also find periodic demographic surveys well worth the time and cost. These reports will give a projection of sales and growth for the area. As people move in and out of the locale, the established business can change with it, maximizing the sales potential.

The budding restaurateur learns from these reports that his potential area is largely comprised of upper-middle income, high value suburbs as well as young, mobile families in multi-unit housing. He discovers that the top five products consumed by this group are imported wine, camping equipment, deli foods, garden products and jewelry. A family-style restaurant in this area would have a fairly solid market potential of 109.4 (the average is 100), and dinner would be the most popular meal.

Demographic studies such as these will not guarantee the success of a small business and should be used in conjunction with other research tools, but it is exactly this sort of procedure that can launch a new business on the road to success.

Cathryn Conroy is a contributing editor of Online Today. *Her CompuServe User ID number is 70007,417.*

Demographics Programs

CENDATA	GO CENDATA	No surcharge
Business Demographics	GO BUSDEM	$10 surcharge per report
SUPERSITE and ACORN	GO SUPERSITE	$20 to $100 surcharge per report
Geographic Definitions	GO DEM-435	No surcharge

SUPERSITE Accessible to All

During the month of May, CompuServe subscribers will have access to all the demographics products, including CACI's SUPERSITE, which is normally available only to Executive Option subscribers.

For continuous access to SUPERSITE after May, you can become an Executive Option subscriber. To do this, type GO BILLING and select Option 6 "Order Executive Option." Executive Option subscribers receive numerous features and advantages that are not otherwise available, and these are fully explained in the online ordering section.

Electronic Resources Make New Car Comparisons Easy

by Cathryn Conroy

Buying a new car is not an easy task. Getting past the images of beauty, sex and smarts that make up the bulk of automobile advertising to discern some facts—such as reliability, gas mileage and dimensions—can be quite a feat. Now in-depth automotive information on CompuServe allows car buyers a unique opportunity to take an online test drive.

The newest electronic resource for car buyers is the Automobiles section in the Consumer Reports database. The information is derived from *Consumer Reports* magazine, published by Consumers Union, long known and respected for its expert testing and analysis of consumer products, including autos.

The new database is a compilation of the Summary Judgments and Frequency of Repair charts that appear in the annual April automobile issue of *Consumer Reports* magazine, as well as other related articles, including the individual road test, that are published year-round.

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This searchable database allows you to select the features you want in a new car, including year, make, model, size and type, reliability and city gas mileage. For instance, if you want a sporty car that has a city gas mileage rating of at least 25 miles per gallon and a reliability rating from Consumers Union of much better than average, the system will respond with a list of specific automobile models matching these criteria.

If, on the other hand, you like your brother's Ford Mustang and want to know more about it, you can request information by specifying the exact make, model and year of a car. More than 30 makes from Acura to Yugo, covering all sizes of cars and vans, are included.

The Consumer Reports Automobiles database allows one-stop information retrieval so you can quickly and easily find out such vital information as how well the car accelerates, how smoothly the transmission shifts gears, comfort of the seats, the effectiveness of the car's heater, the ease of servicing and the car's safety features. It also provides frequency of repair charts, which include a repair cost index.

The database will initially include descriptions of 1989 cars and small vans in the form of Summary Judgments and Road Tests. These descriptions will be retained in future years as a reference for used-car buyers. Used-car buyers can benefit immediately from the Frequency of Repair charts showing repair experience for cars built during the past six years. While those repair charts do not apply to a car right off the assembly line, they can give a buyer a good idea of the repair records of earlier models for signs of problems likely to crop up in a current model.

The Consumer Reports Automobile section carries a surcharge of $2, for which you will receive all relevant reports or portions of reports available on a particular car in a particular model year.

If the Consumer Reports database is the place to go for an expert, unbiased evaluation of automobiles, the New Car Showroom, produced by Access Dynamics, is the place to go for all the facts and figures, usually much more than a car dealer is likely to know off the top of his head. The information is extensive, and in addition to specific

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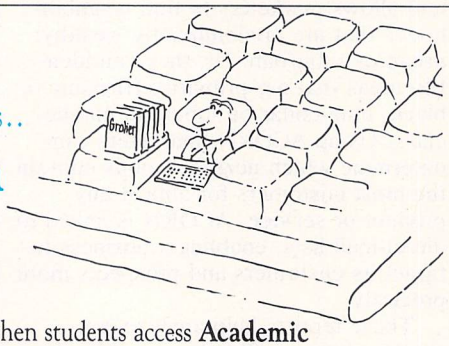

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information on more than 850 passenger cars, vans, special-purpose vehicles and light-duty trucks, you'll find tips on figuring monthly payments, definitions of automotive terminology and abbreviations, auto industry news briefs and crash-test data.

If you have no idea what is available, the Showroom can help you by narrowing the selections, based on such criteria as price range, EPA class, acceptable range of fuel economy and other significant attributes. For a surcharge of 40 cents, you'll receive a listing of the vehicles that meet your specifications.

Once you have your list of potential cars, there are two basic ways to use the detailed Showroom database. If you've decided on the car you want to buy, you can request (for a surcharge of 90 cents) the detailed report on that specific model. The information includes the base price as well as numerous technical specifications, such as curb weight, weight distribution, wheelbase, fuel capacity, EPA classification, interior and exterior dimensions, and base engine specifications. Available features, such as power steering, electric sunroof or air conditioning, are also listed with the retail price if the feature is not standard.

If you find you can't decide between two vehicles, the Showroom's Compare Two Cars feature may help you make that final decision. You can instruct the system to list, side by side, the prices, technical specifications and features of the two models. For instance, if you can't decide between the Plymouth Voyager minivan and the Toyota minivan, seeing the numbers next to each other could be just what you need to make an intelligent decision. The surcharge for the two-car comparison is $1.20.

For those who lean toward the sporty look in an automobile, the Motor Sports Forum has a few features you might enjoy checking out. Well-written, detailed reviews and road tests of a number of different cars ranging from the Cadillac Allante to the Mazda 929 are regularly uploaded by professional journalist Steven Parker and stored in Library 16. His reviews also appear in such publications as the *Santa Monica Evening Outlook*, *Ford Times Magazine* and Copley newspapers. In addition, a file (REPOS.TXT) in Library 16 contains helpful hints on buying a car or truck through repossession auctions.

Unlike most CompuServe forums, the Motor Sports Forum is a major news and information service for the motor sports community as well as a discussion center. Reports of races, press releases and information of use to those in the industry are regularly posted.

To take an online test drive, visit the Consumer Reports Automobiles database (GO CONSUMER), the New Car/Truck Showroom (GO NEWCAR) and the Motor Sports Forum (GO RACING).

Cathryn Conroy is a contributing editor of Online Today. *Her CompuServe User ID number is 70007,417.*

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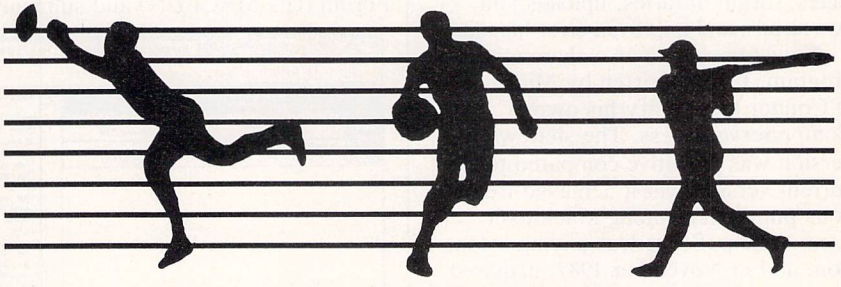

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CompuServe Navigator 3.0 Released

Automated Access Now Even Easier for Mac Users

by Bob LeVitus

If you're a Macintosh owner, CompuServe Navigator, CompuServe's automated access software package for the Mac, is the easiest, most cost-effective way to use CompuServe.

CompuServe Navigator simplifies access and use of CompuServe by enabling you to predefine your session before going online.

The recently released version 3.0 incorporates dozens of new features—an address book; non-modal dialog boxes; better options for handling messages, forum libraries, uploads and downloads; and improved error handling.

Navigator began as a shareware program. It was written by Michael O'Connor to simplify his own CompuServe access. The shareware version was primitive compared to the current version, yet it achieved tremendous popularity among Macintosh users. CompuServe was paying attention, and in November 1987, acquired the marketing rights to Navigator, and released version 2.0 as a CompuServe product. Version 2.1, which offered improvements over the previous version, was released in the summer of 1988, and in early 1989, version 3.0 arrived. O'Connor says each upgrade to the program incorporates features requested by users of earlier versions. Tens of thousands of satisfied Macintosh users currently use Navigator to access CompuServe.

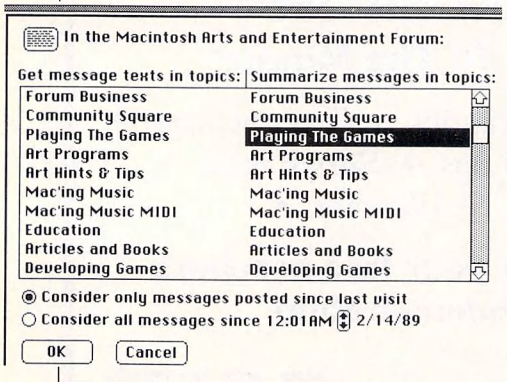


Figure 1: Automatic access is easy

A Typical Navigator Session

What makes Navigator so great is its ease of use: pull-down menus and dialog boxes make it simple. If you can use a mouse to point and click, you can master Navigator in minutes.

CompuServe Navigator is designed to work in four logical stages—Set-Up, Preview, Run and Review. I'll show you how easy it is by describing a Navigator session from beginning to end:

Your first action (after providing Navigator with your CompuServe User ID number, password and local access phone number) is to specify what tasks you want Navigator to perform when you log on. I am a game addict, so I've instructed Navigator to log on to the Macintosh Arts and Entertainment Forum (GO MACFUN) and summarize all new messages in the forum's "Playing the Games" Section. You can see how easy it is to make these selections in Figure 1. I clicked on the topic I wanted message summaries for, then clicked the OK button. You can select as many or as few topics as you like, and you can select either message summaries or the message text, depending on your preference.

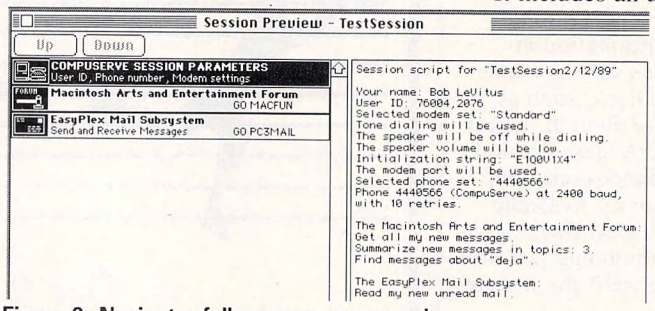

Session Preview - TestSession
Up
Down
COMPUSERVE SESSION PARAMETERS
User ID, Phone number, Modem settings
Macintosh Arts and Entertainment Forum
GO MACFUN
EasyPlex Mail Subsystem
Send and Receive Messages
GO PCSMAIL
Session script for "TestSession2/12/89"
Your name: Bob LeVitus
User ID: 76004,2076
Selected modem set: "Standard"
Tone dialing will be used.
The speaker will be off while dialing.
The speaker volume will be low.
Initialization string: "E1Q0V1X4"
The modem port will be used.
Selected phone set: "4440566"
Phone 4440566 (CompuServe) at 2400 baud, with 10 retries.
The Macintosh Arts and Entertainment Forum:
Get all my new messages.
Summarize new messages in topics: 3.
Find messages about "deja".
The EasyPlex Mail Subsystem:
Read my new unread mail.

Figure 2: Navigator follows your command

Before you instruct Navigator to log on, you have the option of previewing the session you're about to run. The preview mode shows, in plain English, the tasks to be performed in your next session. In Figure 2 you can see that, in addition to summarizing messages in the "Playing the Games" Section (which is Section 3 in MACFUN), I've instructed Navigator to find messages about "deja" in MACFUN (the game *Deja Vu II* is my current addiction), and check my electronic mail in EasyPlex.

Once you've specified your interests and you're satisfied with the information in the Preview window, proceed to the next stage—running the session. Pull down the Session menu and select "Run." Now, sit back and watch Navigator fly.

When Navigator has finished, your Mac will beep once. Now you can review your session at your leisure, without incurring further online charges. Figure 3 shows part of my session review. There's only one new message in the game topic since the last time I logged on. At this point, I can get the thread beginning with that message, get the entire thread, get just that message, or get the root message that began this thread—all with simple selections from the pop-up Summary menu.

The session shown is a simple one; Navigator is capable of much more.

Other Features

In addition to those illustrated above, Navigator 3.0 offers dozens of other time- and money-saving features.

It includes an address book that allows you to quickly find, insert and keep track of hundreds of User ID numbers and names.

In addition to selecting topics and libraries you want to explore, Navigator can also upload and download files automatically. Just specify the files when you set up your session and, the next time you log on, the files will be sent or received automatically.

Another nice feature is that most of Navigator's dialog boxes are non-modal, allowing you to open as many as you like at any time. Other new features include an online capture buffer, which allows you to review sessions as they're running and a session log that provides a list of session times and activities to allow easier accounting.

By the way, Navigator isn't limited to the Macintosh forums. Every forum on CompuServe, plus special services such as Quick Quote, Market Snapshot and EasyPlex are easily managed with CompuServe Navigator.

CompuServe's New Interface

There's one more feature worth mentioning: CompuServe's host-to-micro interface, which is running behind the scenes on the main CompuServe computer. The main advantages are its error correction and reduced data transmission. If you experience line noise while in forums or EasyPlex, Navigator can request that

the data be retransmitted. The data transmitted by the new interface isn't text—it uses an error correcting system similar to CompuServe's Quick B Protocol to send information in chunks.

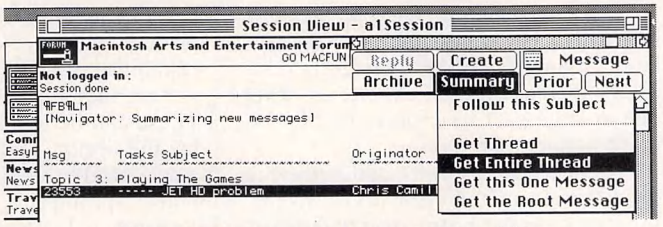


Figure 3: Review session summary offline

Previous versions of Navigator were unable to deal with line noise, due to the fact that the program was text-based—it responded to prompts just as you would if you had logged on with other software. If a prompt was garbled by line noise, Navigator could become unable to complete the session. The combination of CompuServe's new host-to-micro interface and Navigator eliminates this problem, because it's not text-based. If a prompt is distorted or Navigator becomes confused, the new technology allows Navigator to easily get back on track.

CompuServe's new host-to-micro interface is invisible to the user—if you log on with software other than Navigator, you won't even know it is there.

With CompuServe Navigator, you can dramatically reduce time you spend online each session, because Navigator responds to prompts as fast as your Mac can process the information. And, since each session is saved to disk, you can review your session, compose replies and request new downloads at your leisure, without the meter running, and the new HMI protocol ensures that the majority of your session runs without errors.

There is no better way to get the most out of CompuServe. In fact, it's been more than a year since I've logged on with any other software.

Bob LeVitus is the former editor-in-chief of MACazine, *and the author of the just-released book,* Dr. Macintosh: Tips, Techniques and Advice for Mastering Your Macintosh.

Intel Corp. Enhances Customer Support

by Michael Houdeshell

Intel Corp., the chip-manufacturing arm of the current personal computing triumvirate—which also includes IBM and Microsoft—has a new forum on CompuServe that enhances customer support for its Personal Computer Enhancement Operations.

Al Kinney, administrator of the PCEO Forum and customer support engineer at Intel's Hillsboro, Ore., Systems Division, says the forum works naturally as "an extension of our customer support operation. We have discussion areas for Intel personal computer enhancement products. In addition, the latest driver software for Intel products is available for downloading from the forum libraries."

PCEO, which markets Intel upgrade boards and chips for personal computers, gives the individual user the advantage of purchasing directly from the manufacturer. Up to now, Intel PCEO customers have enjoyed such benefits as reliable advice and solid warranties. With the arrival of the forum comes free software upgrades for PCEO products, answers to technical questions (within 24 hours on weekdays) and immediate access to PCEO press releases and product-related news.

But Kinney thinks the forum is particularly attractive to software code kibitzers (and they are a legion). "For the price of a local phone call, they can exchange ideas with other users," he says. "Like all manufacturers' forums, it is especially useful for programmers. For example, we think it's an excellent way for software developers to exchange ideas on designing software that supports our products."

If you'd rather sit out such discussions and simply enjoy the fruits of a programmer's labor, the forum libraries are laden with public-domain software, programming tools, conversion utilities and sample source code. "We have set up forum libraries for each of our five main product lines—memory products, accelerator products, math coprocessors, graphics and communications products," says Kinney.

The first three product lines are more familiar to most users. The Above Board series provides expanded memory for personal computers for memory-intensive applications such as spreadsheets, and increases extended memory for PS/2 and Intel 386-based machines. As "accelerator" hardware, the Inboard 386 (which Kinney calls "a brain transplant for IBM PCs") improves performance up to eight-fold for IBM PCs and PC-XTs, and doubles the speed of an 8 MHz PC-XT. PCEO also supplies plug-in '87-series math coprocessors for hard-core number crunching.

Newer to the market and less well-known are Intel's graphics and communications products. The Visual Edge is a printer enhancement device for Hewlett-Packard LaserJet series II printers. Given high-resolution input, it provides quality gray-scale prints. For most other applications, it shrinks printing time considerably. The forum gives users a chance to further test the limits of quantity and quality.

Intel also offers four communications products, including internal and external 2400 bits-per-second modems, and an internal microchannel 2400 bps modem, all of which are fully Hayes-compatible. The Connection CoProcessor, Intel's premier communications product, is also supported here.

Also to be found under Intel's online umbrella are the new iRUG Forum and the OEM Platform Operations display area (OPO). IRUG, the users group for the iRMX family of operating systems, is an international nonprofit corporation that has traditionally sponsored conferences, published a newsletter and maintained libraries housing several megabytes of user-developed programs. Plans for the iRUG Forum include online indexes of libraries, excerpts of conference papers and technical advice. The contents of iRUG's own libraries may at some point even be available in the online iRUG Forum libraries.

The OPO display area contains product information about the Intel microcomputer 386-based platform product lines. In contrast to the iRUG and PCEO Forum areas, typical OPO area users are original equipment manufacturers, hardware integrators and engineers looking for detailed technical information. The OPO display area relays news on '386-based products, market trends and technical updates.

Michael Houdeshell is a free-lance writer based in Columbus, Ohio.

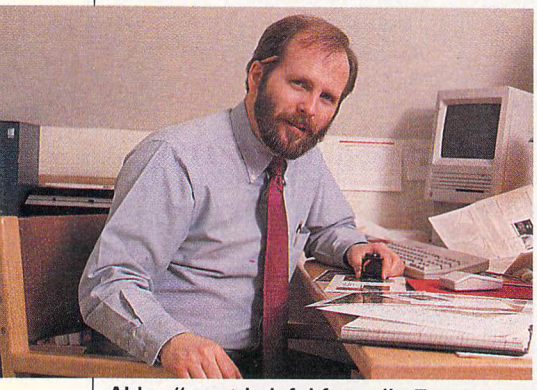
Desktop Publishers Meet in Aldus Forum

by Mike Pietruk

The advent of desktop publishing programs such as Aldus Corp.'s PageMaker has changed the way many companies do business. IBM and Macintosh PageMaker users can put together professional-looking newsletters, brochures and reports in less time and at a small fraction of the cost of going to a conventional printer. As these software packages and their owner's manuals can be intimidating, many turn to users groups such as that in the Aldus Forum (GO ALDUS) to tap the programs' full potential.

Managed by the Aldus technical support team, the forum offers assistance not only with PageMaker, the flagship of the Aldus line, but also with three other software products: FreeHand, a high-powered Macintosh drawing package; SnapShot, an electronic photography program for IBM; and the recently released Persuasion, a desktop presentation package that is available only for the Macintosh.

While Zak Williamson and Aldus personnel stand ready to field questions, the heart of the forum is its members, who have developed a strong community bond. Says John Tomeny, the owner of a New Hampshire design studio and consulting firm, "Most of us consider Aldus the friendliest, most helpful forum on CompuServe. Newcomers often sign on with technical questions and vague problems and find the regulars tripping over one another to welcome and assist them and to make them feel at home."



Larry McDonald

Aldus "most helpful forum": *Tomeny*

Members have received aid with everything from simple start-up technical problems to professional advice on operating free-lance design businesses. One member in Chicago obtained extensive assistance in resolving a problem with a client last fall. A member from Atlanta successfully negotiated a salary increase for his experience level due in large part to information received online.

The discussions don't end with technical matters. On a typical visit to the forum's message board, you will discover comments on professional ethics, free-lance business and cash-flow management, correct use of design elements in printing and the proper use of different type styles.

The interaction doesn't necessarily end online either. "I think we have the highest percentage of members of any forum who have met face to face," says Tomeny. "We hold an annual dinner in Boston during the MacWorld exposition. Last year, more than 40 forum members attended. Some of the attendees were Aldus employees (department managers and vice presidents), with several later joining the forum as a result."

Tomeny is already hard at work making arrangements for this year's August gathering. He asks that interested persons drop him a note in the forum. "We can even assist them in obtaining accommodations if they like."

Robin Bartholick

PageMaker suggestions noted: *Williamson*

Williamson has been with the forum since its inception in September 1986. "We have been pleased in not only being able to provide support to our customers but also with the feedback we've received in return. For example, several months ago, I asked for suggestions as to how we could improve PageMaker. The response overwhelmed us, with some 70 ideas submitted. We took the ideas, evaluated them and came back with a list we asked the members to prioritize. Look for a good number of the ideas in future PageMaker updates."

Aldus Forum libraries are packed with useful files and overlays. Those not familiar with the Aldus product line are urged to read the "Facts and Features" sheets in Library 2. Each presents an overview of a product's capabilities along with outlining the system requirements needed to run it. These can be quickly located by browsing the library with the keyword "fact" (type BROW/KEY: FACT at the Library 2 prompt).

Library 2, "News/Announcements," is where Aldus customers turn to keep abreast of the latest product releases. "We use this area to tell our customers of new software and enhancements to the existing ones, and to pass along developments at our Seattle headquarters," says Williamson. "Perhaps the most important library files we have are the technical notes for PageMaker. These are similar in content to the ones our telephone support people use, and they are excellent beginner material. A lot of information that is extremely difficult to convey via phone, such as how to configure a printer cable, is concisely explained and diagrammed." Technical notes for IBM users can be found in Library 3, and those for Macintosh PageMaker owners are in Library 4.

Two Aldus Forum libraries are dedicated to the use of PageMaker with printers. Library 6 provides Macintosh PageMaker owners printer descriptions and application files. IBM version users can browse through the PC Printer area in Library 7 to obtain current versions of HPPCL and PSCRIPT Windows printer drivers as well as public-domain fonts.

Likewise, other Aldus products have their own libraries. Library 8 provides technical notes on FreeHand as well as sample FreeHand templates. In Library 9, find technical notes for SnapShot plus sample SnapShot TIFF files.

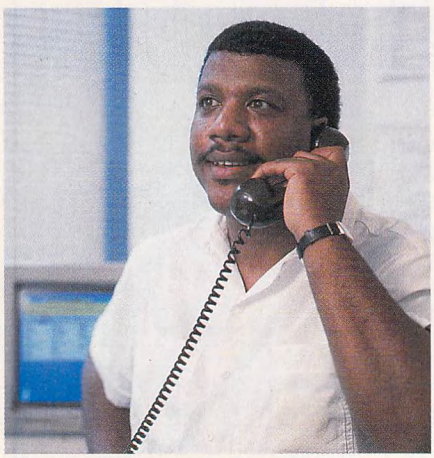
Kathleen Tinkel, a Westport writer and graphics designer who has been an active forum participant from its early days, sums up the feelings of many forum members, "A great deal of the credit must go to Aldus, which has somehow balanced its presence and excellent user support with a style that encourages interaction and liveliness. We have a strong commitment to supporting one another's efforts in our respective professions. Even if I were not an Aldus user (which I most definitely am), the forum would still be my home on CompuServe."

Mike Pietruk is a forum administrator of CompuServe's Investors' Forum and an assistant vice president of Preferred Savings & Loan in Chicago. His CompuServe User ID number is 76703,4346.

KnowledgeBase Ready to Consult

by Paul Newkirk

Microsoft Corp., one of the best-known software corporations in the world, is opening access to KnowledgeBase, its internal technical support database, to CompuServe members. Nate Dixon, Microsoft's manager of Electronic Services, says, "We created an internal database that our support technicians and engineers could use to get information on problems that occur over and over. It is one of the first places they check when answering questions over the phones or by letter or for service requests submitted electronically." Previously only users who telephoned had access to KnowledgeBase, but now everyone on CompuServe has direct access (GO MKB).



Ray Woodhouse

"Sharing" KnowledgeBase: *Dixon*

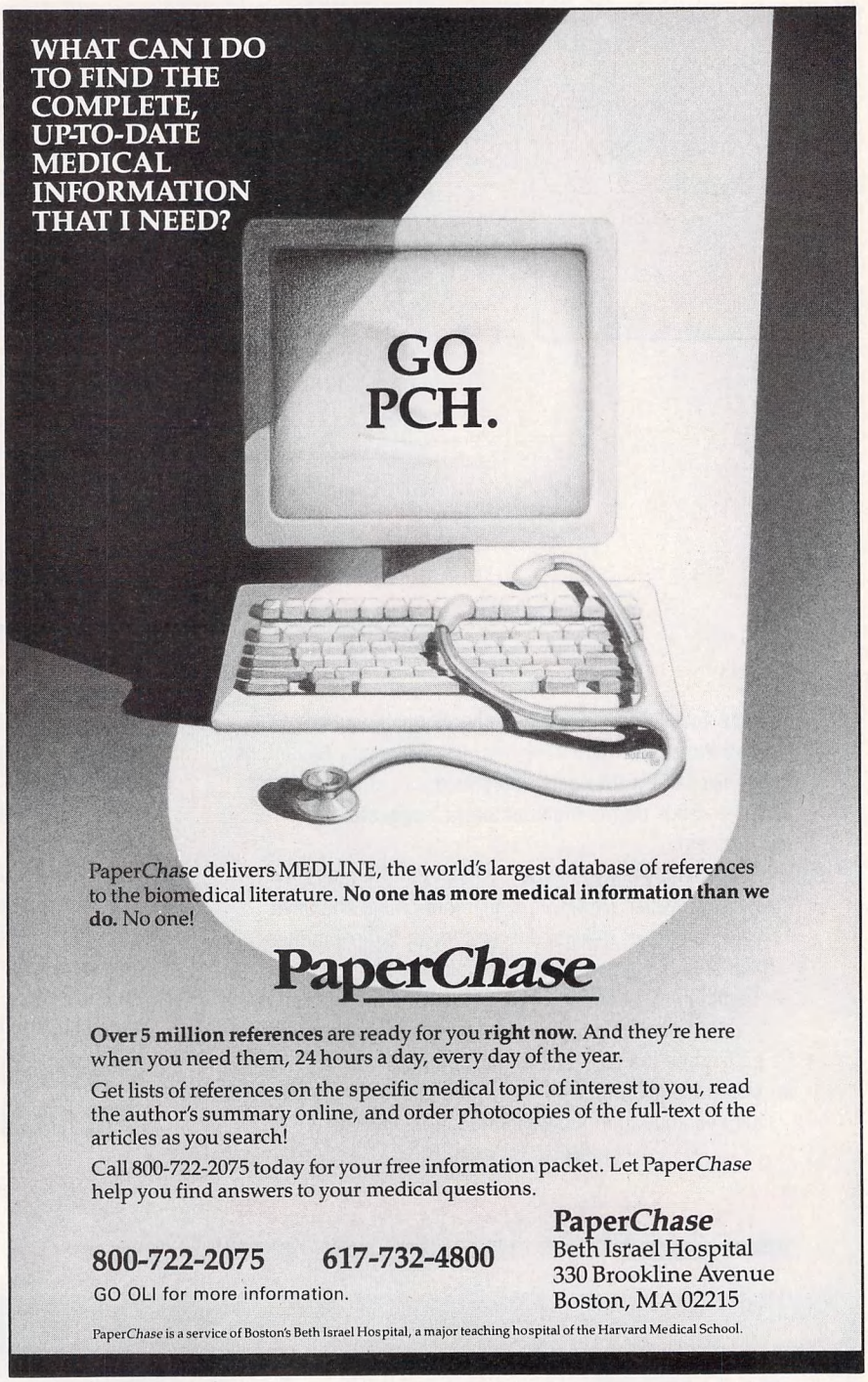
"If our support technicians and engineers get a question they can't resolve, they research the problem. Once a determination is made on that product, they make what we call an 'article,' " says Dixon. Nearly 18,000 of these articles on Microsoft products make up KnowledgeBase.

Each night, an administration program automatically adds or replaces articles that have a creation or modification date of the current day. So if you log on after 6 a.m., you will receive the new article if it has been revised, updated or appended since you last checked. If, for example, you are trying to write a macro in Windows Excel and find that you don't understand a couple of the functions in the macro, you could go online to KnowledgeBase and do a query on Excel, macros and "iserror" (a command used within KnowledgeBase). You will receive the titles of articles that apply to the situation. Or you can further refine the query to get a shorter list of titles.

The information covers all of Microsoft's products, including Word, Excel, DOS and Works, and on systems and languages such as Quick C, C and FORTRAN.

Dixon characterizes the opening of KnowledgeBase to CompuServe as "a sharing." We are making the data available to more of our customers.

"If the answer is not there," he says, "you can try the Microsoft Connection (GO MSCON) or the Microsoft Systems (GO MSSYS) or Applications Forums (GO MSAPP). If you post a question, it will be answered by one of our section leaders or another user who has solved the problem."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- **Enroll today** Sign on to CompuServe and enter **GO SAC** to have full membership privileges for 3 months for just $1. Then, unless you notify us, we will continue your membership and bill you for the low annual fee of $30. And, of course, you can cancel and receive a full refund at any time during the first year.

Enter GO SAC or Call 1-800-843-7777

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Go Mall

A GUIDE TO COMPUSERVE'S ELECTRONIC MALL® MAY/JUNE 1989

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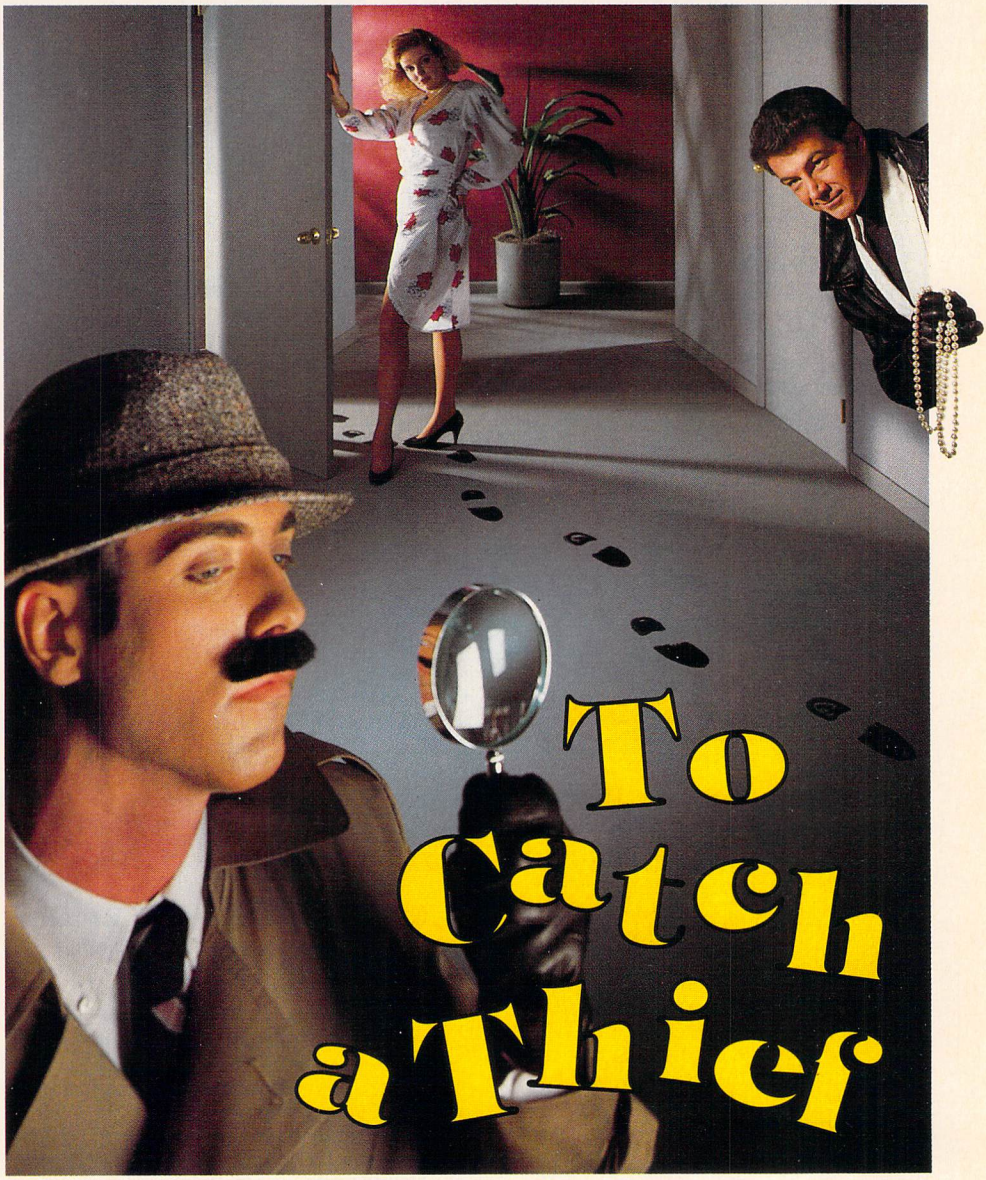


Help us nab the culprit and win a $5 CompuServe credit.

THE ELECTRONIC MALL®

DEAR SHOPPER

Dear Shopper,

It's the merry month of May and do we have a merry chase for you! It seems there is a shoplifter at large in The Mall. Join the chase "to catch a thief." Help us nab the culprit, and we'll reward you with a prize!

While chasing through The Mall, take a moment to do a little shopping, too. Remember, Mother's Day is May 14 and Father's Day is June 18. You will find a sampling of gift suggestions for both occasions inside this issue of *Go Mall*.

Also inside is news on nearly a dozen new merchants, including *PC Magazine* and AM/PM Music & Video.

Speaking of music, I just splurged and (finally) bought a CD player. If you haven't yet, don't delay. You won't believe your ears. Then take a trip to The Mall to start building your CD collection. I joined The CD Club for starters. Then I picked up some great new jazz at Windham Hill, ordered two volumes of Rock Classics from Discovery Artists and nearly broke the bank at AM/PM Music & Video replacing my old vinyl favorites with shiny new CDs.

Winter is well behind us. Summer is just around the bend. Join us at The Mall for a little merriment, where spring has definitely sprung!

Electronically yours,

Cindy Morgan

ELECTRONIC LETTERBOX

Beating a bottom-line deal.

Dear Autoquot-R,

Thanks so much for your prompt and accurate service. I just ordered a 1989 Nissan Maxima ... list price $17,099. A dealer I visited promised to sell it at $400–600 more than invoice, and offered the bottom-line price of $16,500. When I produced your information they studied it carefully, and agreed to sell it at $15,600. You saved me $900! (And the dealer was impressed with the accuracy of the report.)

Robert D.
Hastings-on-Hudson, N.Y.

Affable merchants.

Dear Mall Manager,

This Mall is a lovely idea! The merchants are kind and friendly. I'm sure my family and I will enjoy it for many years to come.

Marjorie T.
Gardnerville, Nev.

GOINGS-ON: MALLWIDE

Coming, *live* ...

The Online Convention Center™ is your window to Mall-related conferences.
Join industry luminaries here for open discussion of specific topics. Through *Go Mall*, we'll keep you posted on conferences that involve Mall merchants. To access this conferencing area, GO CONVENTION.

Sunday night jazz jam session: meet Darol Anger of Turtle Island String Quartet.

Windham Hill recording artist Darol Anger of Turtle Island String Quartet has long been regarded as a leader in the new acoustic music movement. He and his ensemble transcend traditional jazz, creating a new sound that encompasses bebop, cool jazz, avant-garde, bluegrass and beyond.

On Sunday, May 21, 8 to 10 p.m. EDT, Darol will make a special live appearance at the Convention Center to talk with members. *The Los Angeles Times* said of the Quartet's debut album, "This is by any yardstick the most intriguing new group of the year to date."

Darol, who was also a founding member of the David Grisman Quintet, has been hailed as a violin virtuoso. Here's your chance to meet him "in person" at The Mall. For complete details, drop by Windham Hill by typing GO WH. To attend the conference on May 21, type GO CONVENTION.

BUICK

Smooth riding with Buick: Paul Young answers your questions, live.

Mark your calendar now! Paul Young, engine development manager in Buick's Special Products Department, will make a guest appearance at the Online Convention Center on Monday, June 5, 7 to 9 p.m. EDT. Ask him about V-6 engines, the new Buick lineup and Buick's upcoming Motorsports events. Buick will pick up your connect tab.

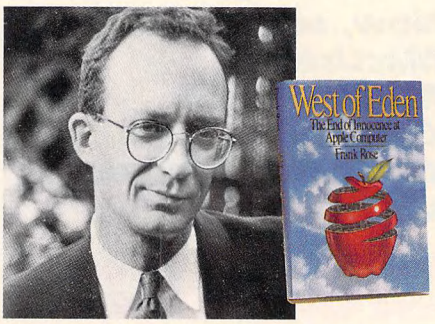
Visit Buick for free the weekend prior to the conference—June 3 and 4—too.

Also, check out the Motorsports schedule for May and June. In June alone, for example, Buick products are racing at 13 Motorsports events, including The Detroit Grand Prix on June 18. Paul Young has the details.

Take a trip to Buick's Mall lot for details on the conference, to view the new Buick lineup and to request your free copy of Buick's full-color *1989 Premium American Motorcars catalog*. Type GO BU to browse Buick and GO CONVENTION to talk with Paul Young.

At the core of Apple: meet Frank Rose, author of *West of Eden*.
Started in a garage by two California whiz kids, Apple Computer in a few brief years evolved into a Fortune 500 corporation that drove out its founders and replaced them with a pin-striped, East Coast marketing executive. *West of Eden*, just published by Viking Press, is Rose's account of Apple's origins, meteoric rise and ultimate fall from innocence. Based on first-hand interviews with the three major players—Jobs, Wozniak and Sculley—and nearly 100 other Apple veterans, it is a riveting, behind-the-scenes look at what happened at Apple.

Rose, a noted journalist, will appear *live* at the Convention Center on Monday, May 15, 8 to 10 p.m. EDT (GO CONVENTION). Here is your chance to ask "What really happened at Apple?"



Get your autographed copy of *West of Eden*.
All who attend the conference are invited to order an autographed copy of *West of Eden* through Penguin Book's Mall store. For details on the conference and to purchase your autographed book, GO PB.

Go Mall

***Go Mall*, May/June 1989**
Volume 3 Number 3

Go Mall is published bimonthly by The Electronic Mall®, a service of the Advanced Media Group, CompuServe Incorporated. For more information, call 614/457-8600, or send an EasyPlex to 70007,1610. Editors: Cindy Morgan, Kirk Donnan and Kassie Rose.

To Catch a Thief: Help us nab the culprit and win a $5 CompuServe credit.

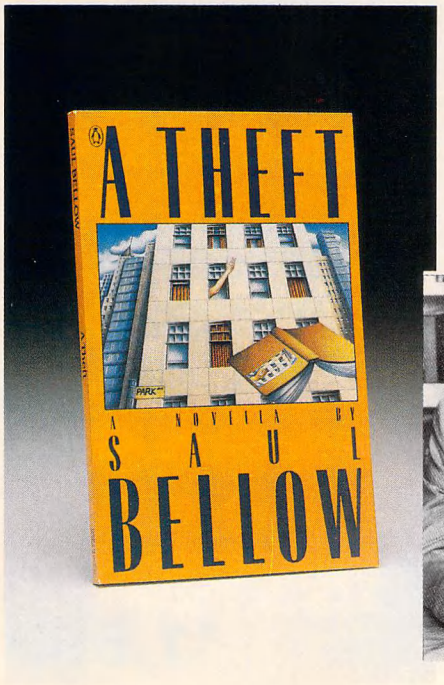
It seems there is a thief loose on The Mall. No Robin Hood he, this thief is up to no good! From all corners of The Mall, merchants are reporting missing merchandise. So far, 10 items have been reported stolen.

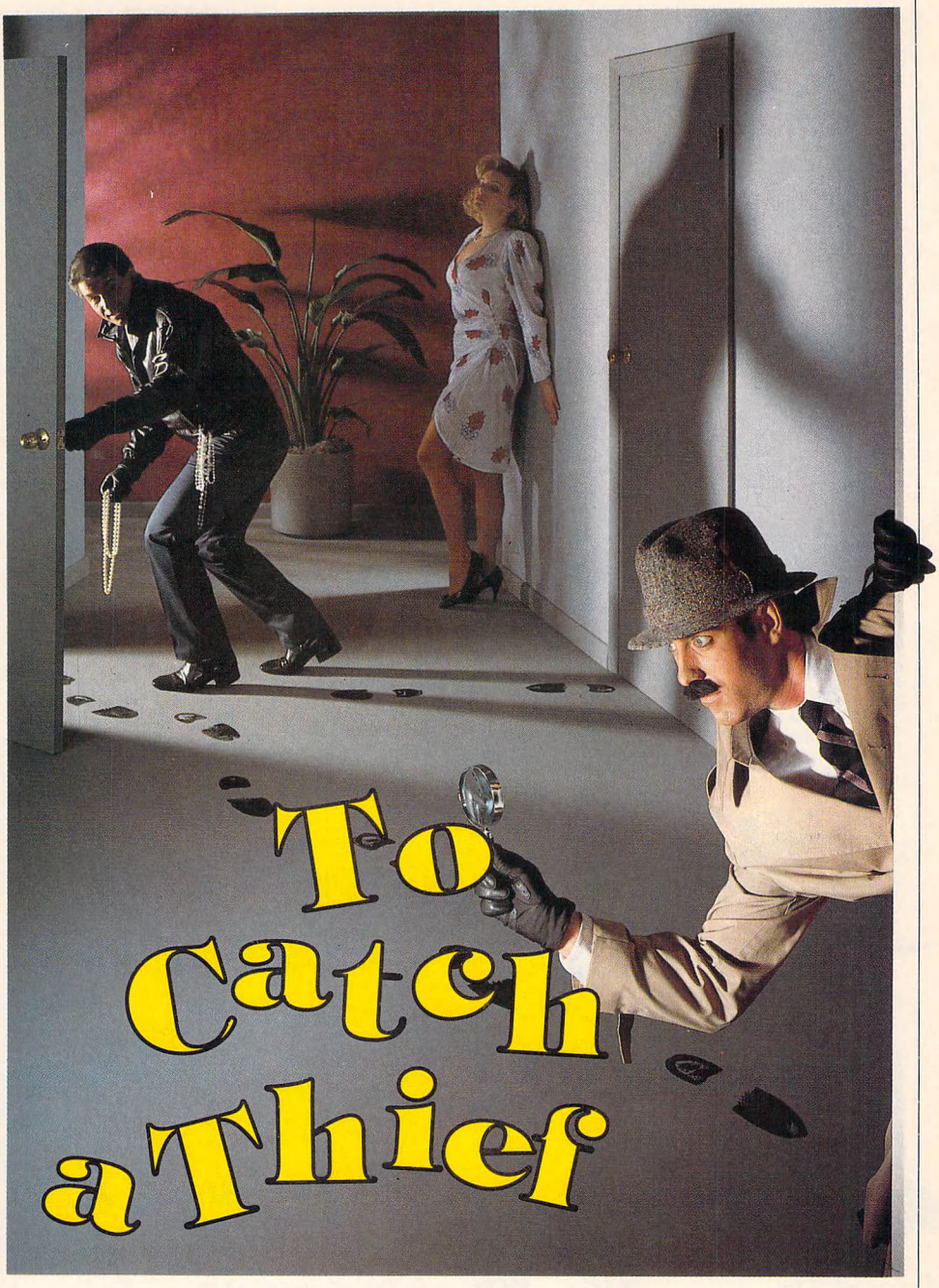
But we all know there is no "perfect crime," and this crime is no exception. This thief is leaving behind a trail of clues. Follow the trail, making note of the items "missing" at each store where the thief has struck, and you could win one of 100 $5 CompuServe usage credits. It is that simple. At the 10th and final store, you will find instructions on how to claim your credit.

To start you on your chase, The Mall Manager offers you the following: Clue#1. The first item missing was a one-pound box of chocolates. The store manager at this Mall merchant reported seeing a hatless man in a tan trenchcoat leaving the premises on May 1, muttering something about "not forgetting Mother's Day this year." Head to that store for Clue #2. Once there, type "Clue," and if you are in the right store, Clue #2 will appear on your screen. Good luck. And remember, shoplifters will be prosecuted!

Description.
Male. 6 foot. 165 pounds Brown hair. Brown eyes. No distinguishing scars. Last seen wearing a tan trenchcoat, white socks, and running shoes.

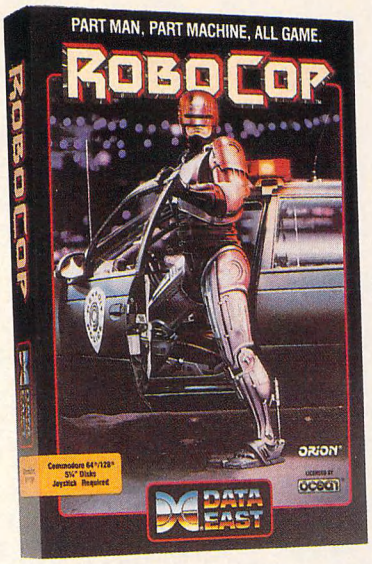
Modus Operandi.
Enters a crowded Mall store. Browses the online catalog. Then, when no one is looking, removes an item from the shelf, slides it under his coat and makes a fast exit.





BONUS!
As a special bonus, the first 10 subscribers to help us nab the thief will also receive, compliments of Penguin Books, a copy of *A Theft*, a new work of fiction by Nobel Prize winner Saul Bellow. A Penguin Paperback original, *A Theft* is a short, sparkling work of genius from an American master.

Hint: Use the Mall Directory at the back of *Go Mall* for easy access to each Mall store. It's a complete list of every store in The Mall, along with their respective GO commands.



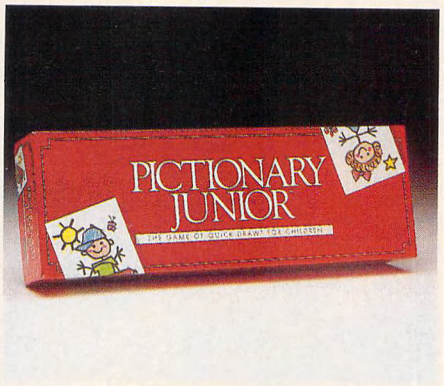
***RoboCop* for the Commodore.**
RoboCop by DataEast for the C64. Part man, part machine and all action. (Coming soon for the IBM, Amiga and Atari ST, too!) From Software Discounters of America. GO SDA

Wet 110

Dive 35

Acquatic shutterbugs.
Two floating, completely waterproof cameras, both with detachable flash. Perfect for poolside action, snorkeling and scuba diving. Underwater 110-Cartridge Film Camera and Underwater 35mm Film Camera. From Rin Robyn Pool 'N Patio. GO RR.

List Price: $34.95 **$23**



Picture puzzlers at pleasing prices.
Pictionary Second Edition, only $22.50. Or the card set, only $9.95. For the younger set, *Pictionary Junior*, From Games Galore. GO GG

ONLY **$12.95** Pictionary Junior

Leaping lizards.
IZOD by Lacoste. Shirts with cool comfort and wearability in 100 percent cotton. Available in eight colors. S, M, L and XL. From Apparel Concepts for Men. GO APC

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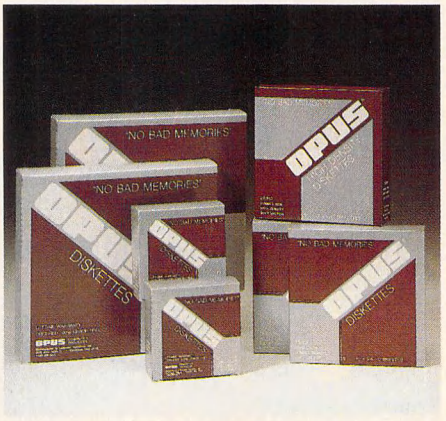

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From Direct Micro. GO DM

FROM **29¢** EA.

The Rolls Royce of answering machines.
CAM, the complete answering machine, is the most advanced that money can buy. Complete product features are showcased online. From Computer Technologies Online. GO CTO

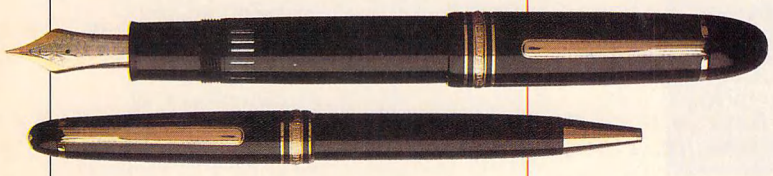
List Price: $349 Special Sale Price **$288**

Do it yourself with Heath.
Heath's first laptop computer kit, the HS-2860. It features 1MB of RAM, EMS capability, parallel and serial ports and an external floppy drive jack. Free catalogs, too! From Heath. GO HTH

Through May, get a free scanner with purchase of the Osicom 286/12
Purchase an Osicom 80286 IBM PC-AT compatible computer before May 31, and get The Complete Hand Scanner/400 free.

The computer includes 1MB RAM standard, Western Digital Controller incorporated into system board, and Phoenix BIOS. The handheld scanner will scan images to 400 DPI resolution (Smartscan Software included). From Computer Technologies Online. GO CTO

List Price: $2,048 **$1,699**



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With Mother's Day and Father's Day around the corner, now is the time to discover the new Harris'. GO HR

Free Pure Prairie League poster with purchase.

For a limited time, all subscribers who purchase Pure Prairie League's "Mementos 1971-1987" will receive a free Pure Prairie League Poster by request. (Requires $1.50 for postage and handling.) Hurry, supplies are limited. From Discovery Artists. GO DA

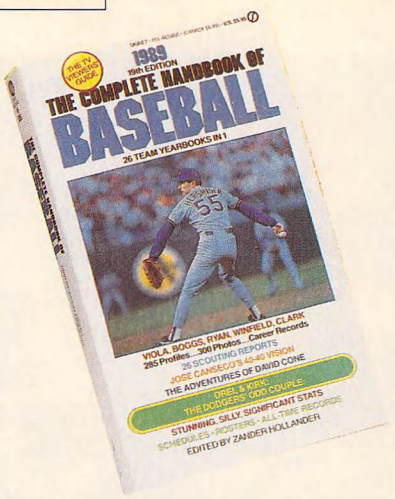
Feeding your CD addiction.

If you are like most proud owners of a new CD player, you quickly discover that owning one can be dangerous. Suddenly those scratchy old albums simply won't do.

The CD Club puts you on the fast track to better sound. New members joining online are invited to select six CDs for the price of one. No tricks. No gimmicks. Choose from an online catalog showcasing hundreds of titles in a variety of categories.

Deals for current members, too. Already a member? The CD Club has a special online section for you, too. Current members can browse new releases and make purchases from an online catalog featuring classical, country, easy-listening and hard and soft rock. Take advantage of special sales held exclusively for you.

To explore The CD Club, GO CD.



Play ball, outside or in.

Baseball season is in full swing. Pick up the 1989 19th Edition of *The Complete Handbook of Baseball* at Penguin Books (GO PB) and *The Official® 1990 Price Guide to Baseball Cards*, 9th Edition from Ballantine Books (GO BAL).

Rained out? Don't worry. Two new computer simulated games—*Championship Baseball* by Gamestar/Activision and *Pete Rose Pennant Fever* by Gamestar—let you play rain or shine. Computer Express (GO CE) and Software Discounters of America (GO SDA) stock these two new games.

Ford Grand Prix giveaway.

There's lots of activity in Ford's electronic showroom during the Detroit Grand Prix Week in June. Check online to see what's planned, and spend all the time you'd like in Ford's online showroom the weekend of June 17 and 18, free.

While there, register to win one of five 60-minute "Behind the Wheel with Jackie Stewart" VHS tapes. And check for special offers on the Ford and Lincoln-Mercury lines of cars and trucks. Cash bonuses are available now! From Ford Motor Company. GO FMC

Stop and smell the roses at Flower Stop.

A division of Pikes Peak Greenhouses, located in Colorado Springs, Flower Stop has been tending its gardens and growing quality flowers since 1904. Now through its new Mall store, it offers the finest in flowers, delivered virtually anywhere.

Visit Flower Stop's online greenhouse. Select a dozen of the finest roses in red, pink, yellow or a mixture of red and pink. Carefully packed in a special styrofoam shipping box, the roses are delivered overnight by Federal Express Priority 1 anywhere in the continental United States. Other featured selections include a single rose in a crystal vase, an exotic Hawaiian orchid bouquet and an exotic dendrobium orchid plant.

Finally, Flower Stop offers FTD arrangements online, too. Is someone you know under the weather? Send the FTD Pick-Me-Up Bouquet or the FTD Perfect Prescription Bouquet. There are arrangements specially designed for birthdays, anniversaries and virtually any occasion.

For gift giving with a flourish, GO FS.

Flower Stop's grand-opening, free-connect weekend: May 6 and 7.

An explosion of sight and sound from AM/PM Music & Video.

If you think life is a party where good music makes all the difference, then head to AM/PM Music & Video. This new Mall merchant puts thousands of recordings on CD and cassette in its online catalog. (LPs are available through special order.) Flip through CD and cassette racks of new releases, top-charted hits, all-time pop/rock favorites, jazz, new age, classical, easy-listening, country, big band, blues and reggae.

From Glenn Miller to Glenn Fry. Frank Sinatra to Frank Zappa. Tom Jones to Ricki Lee. The Boston Pops to ZZ Top. Symphonies, concertos and marches from the old masters. Classics from Pink Floyd, The Moody Blues and Simply Red. Nearly everything that has made it to vinyl, tape or disc.

Also featured online is a selection of top-selling videos on VHS, LaserDisc, and CDV, including movie favorites such as "E.T." and "Fatal Attraction" and music videos from performers such as U2 and Michael Jackson.

Two exclusive features of AM/PM Music & Video are *Risk Free Music* and *Inside Track*. Risk Free Music features developing artists on the cutting edge, artists you might otherwise not be aware of. AM/PM Music & Video's proposition to you: Buy it and try it. If you don't like it, return it ... no questions asked. *Inside Track* is AM/PM Music & Video's electronic hotline. Sign-up online to receive periodic news flashes and you will be kept up-to-date on upcoming new releases, industry gossip and the like.

Grand Opening Giveaway.

Visit AM/PM Music & Video and register for its Grand Opening Giveaway during May. No purchase is necessary. Simply fill out an official electronic entry form and you could win:

- ***Grand prize:*** A CD player.
- ***1st prize:*** A CD (your choice) every month for a complete year.

- ***2nd prize:*** Your choice of a complete CD catalog by Barbara Streisand, U2 or David Sanborn.

Plus, the first 200 subscribers to make a purchase of $10 or more, starting May 1, will receive—for free—*A Chorus Line* movie soundtrack CD.

Selection, service and monthly specials.

AM/PM Music & Video offers you superior selection. Hundreds of titles to choose from, electronically, are backed by an inventory of more than 10,000 additional titles. A staff of experts is standing by to answer your questions via EasyPlex and take your special orders (expect nothing less than five-star service). Get "Picks of the Month" at special low prices. In May, for example, you will discover a wide array of CDs for $10 and less.

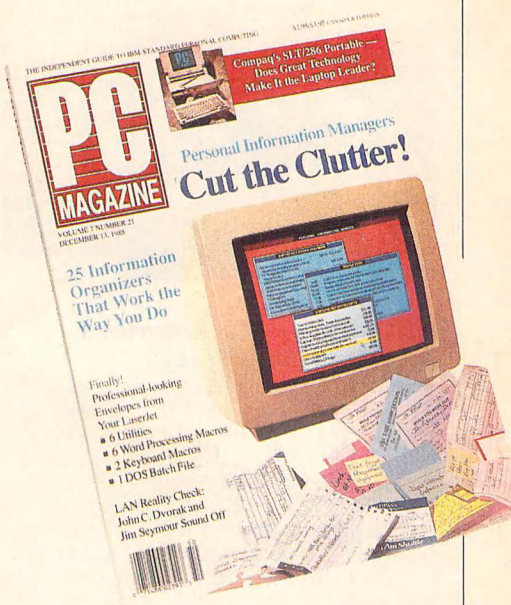
To shop AM/PM Music & Video, GO AM.

AM/PM Music & Video's grand-opening, free-connect weekend: May 20 and 21.

Finally, and especially recommended, is Ralf Burger's *Computer Viruses: A High-Tech Disease*, a book that explains what computer viruses are, how they work and how to detect and protect against them.

To shop New Age Resources, GO NAR.

New Age Resources' grand-opening, free-connect weekends: May 27 and 28, June 3 and 4.


PC MAGAZINE
Compaq's SLT/286 Portable — Does Great Technology Make It the Laptop Leader?
Personal Information Managers
Cut the Clutter!
25 Information Organizers That Work the Way You Do
Finally! Professional-looking Envelopes from Your LaserJet
6 Utilities
6 Word Processing Macros
2 Keyboard Macros
1 DOS Batch File
LAN Reality Check: John C. Dvorak and Jim Seymour Sound Off

For eternal youth and computer virus cures, look to New Age Resources.

Since long before Ponce de Leon, people have sought the secret of eternal youth. Among the products featured at New Age Resources is *The Fountain of Youth*, a book offering an ancient approach to this timeless quest. This new Mall store also features books, videotapes and audiocassettes on T'ai Chi Chih, a system developed by Justin F. Stone, and materials on AVATAR, a philosophy of creativism developed by Harry Palmer.

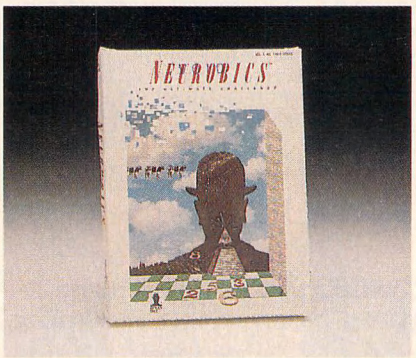
Also showcased are a variety of health and weight-loss products including Perfect Weight, a carbohydrate, protein and vitamin, meal-replacement drink; and Endurance, a product designed to improve metabolism during exercise.

Because New Age Resources believes that once you've tried its products and programs you'll be sold, it also offers you the opportunity to market them on a commission basis to your friends and neighbors.

High technology, too.

Also offered online is computer hardware, software, books and communication packages. Featured software include *PRO-IV*, a fast 4GL; *Ventura Desktop Publishing*; Borland's *Quattro, SideKick Plus* and *Paradox*; *PC-Write*, a shareware word processor system; accounting packages for small, medium or large businesses in several vertical markets; and other brand-name software products.

Whether you are a one-person operation or a multilocation organization, New Age Resources can provide you with a setup that meets your needs. Available hardware includes personal computers to IBM AS/400s or 9370s, laser printers, fax cards for your personal computer or stand-alone fax machines, voice mailboxes/answering machines with telemarketing applications, dot matrix printers and modems.



Aerobics for the mind, from Ocean Isle.

Give your fingers a workout by taking a trip to Ocean Isle Software, a new Mall merchant. Says Dr. Joyce Brothers: "I am genuinely impressed by Ocean Isle's new software program. *Neurobics* represents a new category of entertainment/educational software that provides exercise for the brain."

Read all about *Neurobics*, available for the IBM PC, PC-XT, PC-AT and compatibles. The *Neurobics* six-pack consists of six puzzles, each with more than 25 levels of play. Among the "games" included are *Rain, DeJa Vu* and *Money Trail*. The more advanced levels of each game would challenge a budding Einstein.

Ready to take the *Neurobics* challenge? Order your software package, online, for only $59.95.

Neurobics is brought to you by the same folks who developed and marketed *Carbon Copy*, the most successful remote-control communications software product on the market. *Carbon Copy* will also soon be available at The Mall.

Order these two revolutionary packages and watch for new programs coming your way. To visit Ocean Isle Software, GO OI.

Opening online soon.

PC Magazine: the magazine for owners of IBM and compatible computers.

Thousands of new IBM PC products and technologies emerge every year. Savvy buyers who must make the right product and brand selections have come to rely on *PC Magazine*, the *only* IBM PC publication that has grown as fast as the IBM PC market. If you currently own, or are thinking about buying, an IBM or compatible computer, you owe it to yourself to subscribe. And now, you can subscribe quickly and conveniently online at The Mall.

PC Magazine tests, evaluates and reviews the multitudes of IBM PC products on the market for you. Twenty-two times a year you get objective, informed, editorial coverage of what is happening in the world of IBM PCs and compatibles. "First Looks," for example, treats readers to the first truly in-depth review of new products—after *PC Magazine* subjects them to stringent performance tests and ruthless comparisons with its competitors. "Features" offers exhaustive multiproduct evaluations. (In 1988 alone, *PC Magazine* dedicated 4,400 of its 6,300 editorial pages to hands-on, lab-based reviews of competing products.)

Other regular features include "Languages," "Power Programming," "Spreadsheet Clinic," "Connectivity Clinic" and "After Hours."

Subscribe online ... free gifts and big savings.

Subscribe online and enjoy substantial savings off of newsstand prices ... more than 50 percent. New subscribers will receive free, a power-user's disk containing 36 utilities that DOS forgot. For details on this money-saving offer, and for a look at what is ahead in upcoming issues of *PC Magazine*, GO PM.

PC Magazine's *grand-opening, free-connect weekend: May 13 and 14.*

MacUser: a Mac owner's monthly almanac.

Knowledgeable Mac owners know that *MacUser* is the Macintosh market authority. Every *MacUser* product review starts at MacUser Labs, an independent testing facility staffed by technical experts. The industry's first and only full-scale hardware and software testing facility for Macintosh products, MacUser Labs provides the editors of *MacUser* with important information that is then analyzed, interpreted and incorporated into lively, informed editorial features.

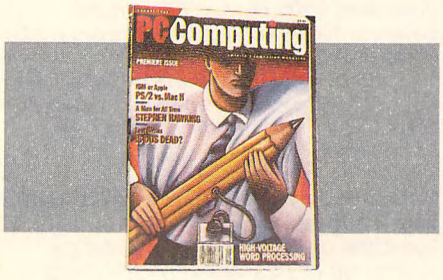
From new software to graphics to databases, *MacUser* covers it all. Every issue is packed with more than 300 pages of new product information, user tips and more. One of *MacUser's* unique features is "MiniFinders," capsule reviews that rate dozens of new products on a scale of one to five mice. Another handy feature is *MacUser's* reader service card. Members can request—postage free—additional information on many of the products advertised in the magazine.

Free *MacUser's 1001 Hints & Tips* with every subscription.

Subscribe online at a special discount rate—more than 60 percent off newsstand prices. All new members will receive, with *MacUser's* compliments, a free copy of *MacUser's 1001 Hints & Tips for the Macintosh.*

Add more power and excitement to your Macintosh. To take advantage of *MacUser's* money-back, satisfaction-guaranteed subscription offer, GO MC.

MacUser's grand-opening, free-connect weekend: May 20 and 21.



PC/Computing: the new kid on the block.

Since its premier issue in August, 1988, *PC/Computing* has provided literate, lively, lavishly illustrated coverage for a new kind of personal computer owner—PC-active users. Beyond the hobbyist/programmer and corporate computing professional is the next wave of personal computer owners: people whose personal computers are integral parts of their lifestyles. People like CompuServe members who have discovered the plethora of places to go, people to meet and things to do via their personal computers.

Recent issues of *PC/Computing* have included stories pitting the PS/2 against the Mac II; a feature on Stephen Hawkins; an article on the fax boom; a high-tech holiday gift-giving guide; a special report on why Japan cannot write software; even fiction by John Updike. Without a lot of technical mumbo-jumbo, *PC/Computing* gets to the heart of the story. It is a magazine of insight, energy, intelligence and yes, fun.

Free disk and free issue for new members.

CompuServe members are invited to subscribe online. You will enjoy substantial savings off of newsstand prices. You'll also receive "DIRectory Magic," a sensational new program disk, free. And, your first issue of *PC/Computing* is free, as well. For a look at this new approach to computer magazines, GO PCC.

PC/Computing's grand-opening, free-connect weekend: May 27, 28.

Computer Shopper: Your guide to armchair shopping.

Where will you find the best computer products at the best prices? In *Computer Shopper*, a one-of-a-kind guide filled with today's best direct-marketing deals.

Each over-sized issue is brimming with big savings, informed articles and more. *Computer Shopper* covers the range of the microcomputer marketplace: systems, peripherals, software, hardware and accessories. With *Computer Shopper*, direct buyers who know what it is they want can skip the middleman, thereby saving substantial sums. Every issue boasts more than 1,000 bargains on everything from printers, plotters and drives to hard drives, modems and memory boards.

If you are planning to upgrade your current system, thinking about purchasing a new one or are always in the market for a good deal on software and supplies, you owe it to yourself to subscribe.

Subscribe online, to save now ... and later.

Subscribe online at The Mall and you will save more than 40 percent off of newsstand rates. Be prepared to receive a brand-new issue of deals delivered to your door every month. For less than $20 a year, you will receive a magazine that could save you hundreds—even thousands—of dollars on your next computer purchase. For details on the deal of the century, GO CS.

Computer Shopper's grand-opening, free-connect weekend: June 3 and 4.

Visit A> Help Store, and bid farewell to technical manuals.

Tired of flipping through unwieldy manuals, poorly organized documentation or incomplete help files to look up a simple command or procedure? Rejoice. Help is only a few keystrokes away.

Take a quick trip to new merchant A> Help Store. Browse dozens of software guides and tools, all designed to decipher vendor mumbo-jumbo, translate computerese into plain English and increase your personal computer's productivity.

Featured online are four lines of products: On-Line Help, Quick Reference Guides, Keyboard Template Kits, and FlipTrack Audio Cassettes. All are available for most leading software programs, and come with a 30-day money-back guarantee.

On-Line Help! is a complete software-based system that you install as a memory-resident (only 26K) or non-resident program on your hard drive. When you have a question about a command or function, press the "hot key" for a clear, precise explanation—pronto.

PC Magazine hailed A> Help Store's Quick Reference Guide as, "Far superior to any other guide, cheat-sheet, or original documentation. Excellent guide for all users. Highly recommended."

Also offered is Keyboard Template Kits. At only $7.95 each, these utility tools make your software more "user-friendly." Kits are currently available for 19 software packages.

For a painless crash course in any of 23 software packages, consider a FlipTrack Audio Cassette how-to course. Pop a FlipTrack teacher into any standard audiocassette player, sit down at your computer, and start learning by listening and doing. It is hands-on, step-by-step help.

Plus portable PC power.

Finally, get the new NEC UltraLite laptop. This remarkable new machine is the ultimate in a portable PC. 8.5 inches by 11 inches, and only 1.4 inches thick, this computer weights only 4.4 pounds.

For fast, reliable software Rx, GO AH.

A> Help Store's grand-opening, free-connect weekend: June 17 and 18.

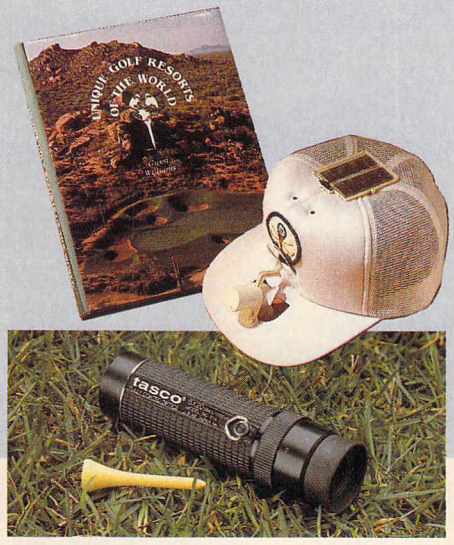
For Dads ...

Top drawer.
A boxer bonanza. Oxford boxer undershorts, broadcloth boxer undershorts, bold stripe boxers and boxer undershorts in tartan. From Brooks Brothers. GO BR

Stage a steak-out.
Start the grill! USDA choice Midwest sirloin strip steaks, rare rib-eye steaks, smokehouse baby back ribs or choice filets cut from the heart of the tenderloin. Or indulge Dad with a Texas Steakout: two 14-ounce rib-eyes, two 12-ounce sirloins, two 8-ounce filets, plus a bag of mesquite chips and a 16-ounce jar of Simon David barbecue sauce. From Simon David. GO SIM

Light his fire for summer sizzling.
Great gas, electric and charcoal grills. Plus a full line of grilling accessories, including Hickory Smokin' Chips, kabob skewers, rib and potato racks, grill covers and a *Grill Lovers' Cookbook* on computer disk. From Char-Broil Grill Outlet. GO CO

Lobsters delivered to Dad's door.
Plush lobster and lobster trap lease. First, a plush, fuzzy lobster is delivered in a decorated lobster box to pique Dad's curiosity. Included is a gift card announcing your generosity and a prepaid reply card so Dad can let us know when he would like the real thing—*live* Maine lobsters—delivered to his door, and packed in a reusable cooler. A true gift of imagination. From Rent Mother Nature. GO RM



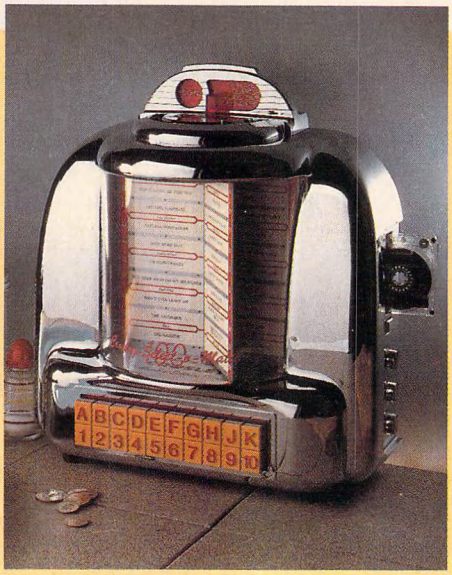
Fore golfing fathers.
The solar-powered, ventilated golf cap, the most accurate golfer's distance scope or *Unique Golf Resorts of the World*. From Hammacher Schlemmer. GO HS

Sporting solutions, with taste.
A set of chocolate golf balls, billiard balls, tennis balls or shotgun shells. From Godiva Chocolate. GO GC

Custom mailboxes.
Unique, handmade, wooden mailboxes. Select from The Bass Box, Letterbox Loon, The Postal Pig and more. From Williams & Eeden Garden Center. GO WE

Slow down, Dad.
Vantage radar detector. With local and long-distance range settings for city or highway driving. From Panson Electronics. GO PS

And Grads ...



Rock and roll forever.
The Diner jukebox cassette player and radio. Delightfully authentic, the chrome-finished Diner jukebox plugs into a standard 120-volt outlet. From Bloomingdale's. GO BL

Remember, the one with the briefcase runs the show.
A selection of quality, leather briefcases and attaches, many monogrammed for the new grad. From Sharon Luggage and Gifts. GO SL

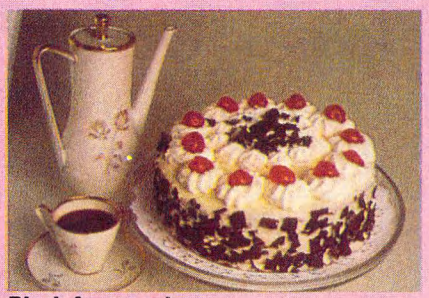
Up, up and away.
"Congratulations Graduate" balloon anchored with a tin of cookies. Personalized for the grad of your choice. From Pepperidge Farm. GO PF

Garfield's at the head of the class.
Snack basket with graduating Garfield. A three-inch Garfield attached to a congratulatory wicker basket filled with 18 snacks. From Walter Knoll Florist. GO WK

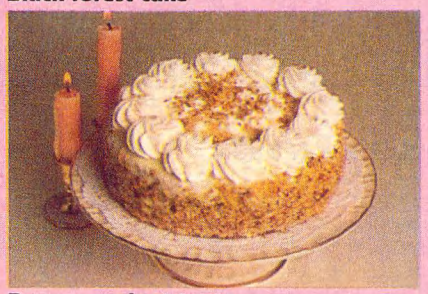
Computerized college prep.
Barron's SAT Preparation Software and *Computer SAT* by Simon & Schuster. From Computer Express. GO CE

For Moms and Grandmoms...

Let her eat cake.
Scrumptious, gourmet cakes. Suggested for Mother's Day are: the Black Forest cake, banana walnut torte, chocolate raspberry cake and chocolate truffle cake. Each cake is made from all-natural ingredients and contains no preservatives. All are delectably delicious. From 44 Cakes. GO DS

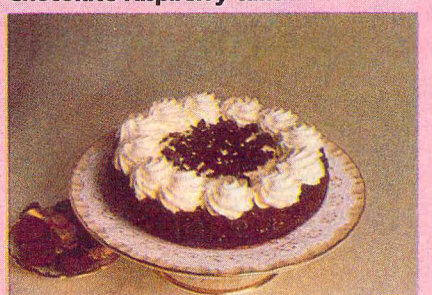


Black forest cake



Banana walnut torte

Chocolate raspberry cake



Chocolate truffle cake

Pretty in paisley.
Perfect for Mother's Day gift-giving. A generous umbrella and three matching totes combine beauty and practicality. The 100 percent cotton chintz fabric has a glazed, waterproof finish. From The Metropolitan Museum of Art. GO MMA

Flowery thoughts.
Be traditional and send a dozen long-stem roses or a porcelain pitcher bouquet by FTD. Or surprise Mom with Amanda, the cuddly white bear, a snow-white bear bearing the gift of a single, scented, preserved rose in a pink satin pouch; or Samantha, the pure white feline, a long-haired cat wearing a "Special Mom" brass collar. From Walter Knoll Florist. GO WK

Sweets for sweets
Classic Gold Ballotins and Elegant Red Ribbon and Rose Ballotins. From Godiva Chocolates. GO GC

And blushing brides and grinning grooms ...

The big chill in desserts.
The Frozen Express from Takka makes delicious frozen desserts in minutes. Swirled soft ice cream, sherbet, sorbet and more. One-quart capacity. Includes free recipe book. From Bloomingdale's. GO BL

Classic candlesticks.
Like the originals created by famous New York gold- and silversmith Myer Myers, the Museum's reproductions are a splendid example of rococo design. Available in silver plate or sterling silver. From The Metropolitan Museum of Art. GO MMA

Coffee, teas and accessories.
A selection of coffee and tea accessories. From Braun, an electric coffeemaker and a coffee mill grinder. From Bialetti, an espresso maker. Also, a unique iron tea pot imported from Japan. And, of course, gourmet coffees and teas. From Coffee, Anyone ??? GO COF

ART, MUSIC & VIDEO

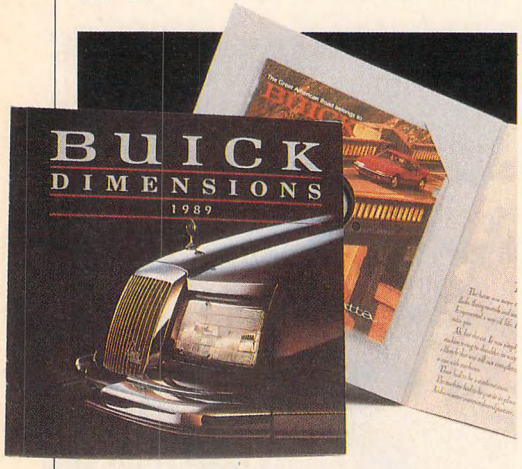
Software sampler for the Mac.
New! Macintosh Animation Showcase, an innovative, multimedia CD-ROM sampler disk featuring software products from more than 50 software publishers. Includes a grapics-based tutorial complete with audio narration and music, plus the full text of messages on CompuServe's CD-ROM Forum. From Discovery Artists. GO DA

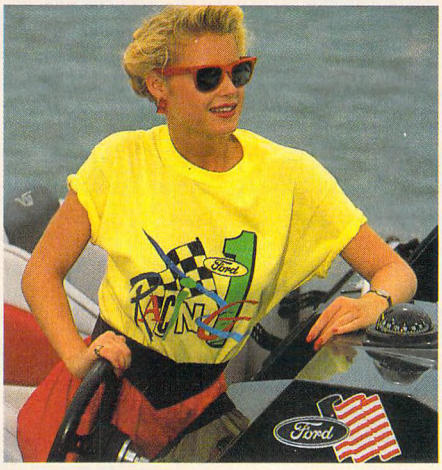
All that jazz on tape, LP, CD.
An exciting mix of new artists on the cutting edge of the jazz music scene on CD, LP or cassette. Recommended listening includes Andy Narell, Tuck and Patti, Billy Childs, Denny Zeitlin and Turtle Island String Quartet. From Windham Hill. GO WH

AUTO

Test drive a Buick online.
Free, all-new 1989 Buick Dimensions software. For IBMs, compatibles, and Macintosh. Requires 512K RAM. Monochrome and EGA. From Buick Magazine. GO BU

Say it with Ford.
Online sportswear and accessory shop. Official blue Ford backpack, Ford sports watches, auto tool kit, Ford Motorsports T-shirts and baseball caps. From Ford Motor Co. GO FMC



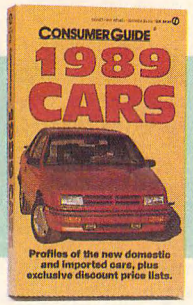


Autoquotes via EasyPlex. Plus, buy two, get one free!
FLASH! Autoquot-R can now EasyPlex Autoquotes directly to your electronic mailbox. If you are shopping for a new car, make Autoquot-R your first stop. Autoquotes provide the manufacturers' retail pricing, and, more importantly, the dealer invoice pricing on the base model and all option packages on virtually any new automobile. Armed with this information, you will have the upper hand in negotiating with dealers on a new car. To order an Autoquote, fill out the online order form. Pending credit card verification, your Autoquote will be sent to you via EasyPlex.

Plus, during May only, buy any two Autoquotes and get a third free. You could save hundreds of dollars on your new car purchase. (Hundreds of CompuServe shoppers already have.) Make this your first stop in new car shopping. From Autoquot-R. GO AQ

BOOKS/PERIODICALS

Keep up to par on sporting news.
Subscribe to dozens of specialty sports publications online. Featured magazines include: *Fly Fisherman, Fishing World, Field & Stream, Tennis, Golf Illustrated, Private Pilot, Salt Water Sportsman* and *Skin Diver.* From American Magazine Subscriptions. GO AS

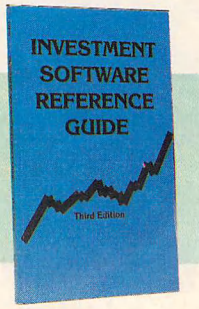


Consumer know-how.
Smart shoppers know that *Consumer Guide* knows. To get the best money can buy, pick up *Consumer Guide® Used Car Book; Consumer Guide® 4x4s, Pickups & Vans; Consumer Guide® 1989 Cars;* and the *1989 Edition Consumer Buying Guide.* From Penguin Books. GO PB

Food that's good for you.
A selection of books designed for delicious, healthy dining. *The Book of Whole Meals, The Natural Gourmet, Food and Healing, Traditional Foods Are Your Best Medicine* and *The Dieter's Complete Guide to Calories, Carbohydrates, Sodium, Fats and Cholesterol.* From Ballantine Books. GO BAL

BUSINESS & FINANCE

Picking a software package.
The *only* reference guide to investment software you need, *Investment Software Reference Guide,* 3rd Edition. Rates hundreds of programs on technical analysis, mutual funds, portfolio management, options, bonds, taxes, communications and more. From Investment Software. GO IS



Taking care of business with Ashton-Tate.
All Ashton-Tate products are at your fingertips, including *dbase IV, Framework III* and *Rapidfile.* From Computer Express. GO CE

CLUBS & MEMBERSHIPS

The essential CompuServe how-to, absolutely free.
Join The Small Computer Book Club online and get a free copy of *How To Get the Most Out of CompuServe*, Charles Bowen's and David Peyton's definitive online text. According to Alfred Glossbrenner, the book "fills a crucial need for everyone who uses CompuServe."

To join the club online, choose a set of computer books of your choice—worth up to $95 per set— for only $4.95. Select from sets on IBM or Macintosh, desktop publishing, MS-DOS, online communications, Pascal, C, and much more. It's all part of your introduction to the Small Computer Book Club. GO BK

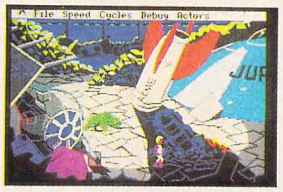
Build a home movie library that won't make your friends yawn.
Join The Video Club online and build your home movie library quickly and economically. Choose from hundreds of titles, including new releases, classics and music videos. Search by category or title. Already a member? The Video Club offers online ordering for current members, too. Complete details online. From The Video Club. GO VC

COMPUTING

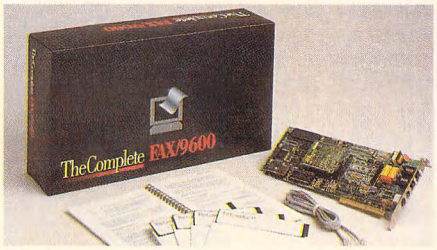
Swimsuit calendar software.
SwimWare Swimsuit Calendar Maker by Hi Tech Expressions. Design-personalized annual, monthly and weekly calendars featuring stunning swimsuit models in minutes. Makes Father's Day, and every day, special. For the IBM. Only $6.88. From Software Discounters of America. GO SDA

Buy one, get a second for one-third the price.
Buy any product featured in American Training International's online store during May and June, and take a second product of equal or lesser value at one-third the price. That's right, everything goes! From American Training International. GO ATI

Sizzlers from Sierra.
Gold Rush and the all new *Space Quest III*. From Computer Express. GO CE



The complete personal computer.
The complete fax 9600, the complete page scanner and the complete hand scanner/400. From Computer Technologies Online. GO CTO



GIFTS & COLLECTIBLES

Give the King of the House the King of the Jungle.
This lion drapes over almost any couch or chair, and comes ready to hold your TV or VCR remote controls. From Walter Knoll Florist. GO WK

The ultimate personal organizer.
Introducing The Sharp Wizard, the ultimate personal organizer and compact electronic marvel. Features include: calendar, schedule, telephone directory, memo pad, calculator and world-time clock. Optional IC cards for thesaurus/ dictionary, translator and time/expense manager make the Wizard a total genius. You will wonder how you ever got along without this pocket-size pal. From Sharon Luggage and Gifts. GO SL

America's last frontier.
Explore Alaska before you go with the best-selling book, *The Alaskan Adventure*, and on video. Featured video tapes include Glacier Bay and Denali Wilderness. From Ivory Cache. GO IV

FOODS & FLOWERS

Tropical taste treats.
Rare, exotic mangos ... sun-ripened imperial Caribbean pineapples ... tropical Persian limes ... or a tropical summer luau. From Florida Fruit Shippers. GO FFS

A mini island getaway.
Take a coffee break ... to the Islands! From Hawaii, try one of four new Kona blends: Kona Fancy AA, Hawaiian Kona blend, Hawaiian Macadamia nut and Kona Macadamia nut. Sip on an all-new Puerto Rican blend. Bask with the best, Jamaican Blue Mountain. From Coffee, Anyone ???. GO COF

Cookies for Mother's Day, Father's Day, any day.
Cookie collections especially for moms and grandmoms, dads and grandads. Featured selections include the wild rose cookie tin, a chocolate-covered cookie collection, a Mother's Day cookie tin and a Father's Day cookie tin. From Pepperidge Farm. GO PF

Citrus, door-to-door.
Juicy Valencia oranges and tantalizing seedless grapefruit, fresh from Indian River Groves, shipped to your door the same day the fruit is picked. From Indian River Citrus. GO IR

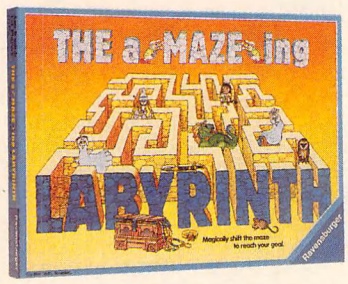
HEALTH & BEAUTY

Stare into the sun safely.
A spectrum of sunglasses, many available with prescription lenses. Featured designs include Carrera, Ray-Ban, Dunhill, Bolle, Cazal, Christian Dior, Nikon, Revo and Alpina. From Elite Eyewear. GO EE

HOBBIES, TOYS & PETS

Beyond Dungeons & Dragons.
Free 1989 full-color catalog of games, gaming accessories, books and magazines. Includes the latest Dungeons & Dragons products and much more. From TSR Games Shoppe. GO TSR

Diversions for the younger set.
Consider *Dinosaurs of The Lost World*, three games in one, or *The aMAZEing Labyrinth*, a game that never plays the same way twice. Travel the world with *GeOdyssey* or *Where In The World?* Seek out endangered species worldwide in *Wildlife Adventure*. From Games Galore. GO GG



Save a trip to the vet, *Ask Rover.*
Rover, the official mascot for the New York Kennel Club, will answer your questions about your dog's behavior and well-being, electronically. From housebreaking to biting to nutrition, Rover offers you prompt, personal advice. Any breed, any age, any problem! The cost for this custom counseling is only $5—far cheaper than a trip to the vet. From The New York Kennel Club. GO KC

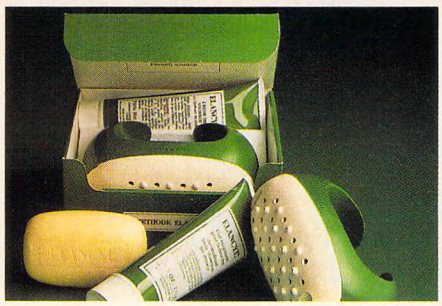
THE MEN'S SHOP

Walk this way, for less.
Men's brand-name shoes at competitive prices. Selections from Bass, Sperry Topsider, Cole Haan, Keith Highlander, Allen Edmond and Rockport. Especially recommended are Rockport's Pro-Walker, a soft, supple, full-grained leather shoe designed for walking. From Apparel Concepts for Men. GO APC

THE WOMEN'S SHOP

Sensational scents.
More than a dozen fragrances to choose from, including LouLou by Cacharel, Opium by Yves Saint Laurent, Bijan, Estee Lauder and Giorgio Beverly Hills. From Harris' Scent-Sations. GO HR

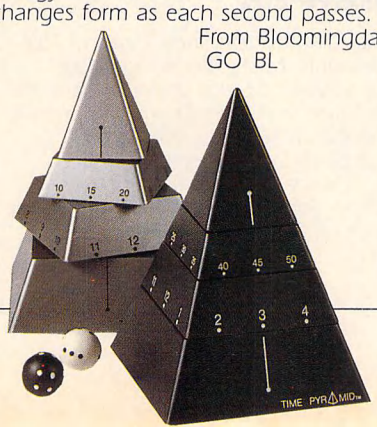
Bloomie's cosmetic counter.
An array of beauty products from Elancyl, Klemata, Galenic, Lancaster and others. Also, beauty accessories. From Bloomingdales's. GO BL



MERCHANDISE/ELECTRONICS

Get in the swim, online.
Attention pool owners: Rin Robyn offers a free print catalog and free technical information on pool care. Plus, shop online for chemicals for non-chlorine and chlorine-based pools, pool alarms, filters, and more. From Rin Robyn Pool 'N Patio. GO RR

Time as art.
The Time Pyramid. A moving sculpture that is a unique work of art and an exceptionally accurate timepiece. The technology is state-of-the-art in this clock that changes form as each second passes. From Bloomingdale's. GO BL



Save on fuel with Fuelon.
Three all-new, high-tech fuel additives unconditionally guaranteed to make fuel burn more efficiently. Gasoline Fuelon or Diesel Fuelon make cars, trucks and boats run better, significantly reducing exhaust emissions. Heating oil Fuelon makes furnaces and boilers run better, eliminates soot and saves in home heating bills. Complete details online. From LifeSpan. GO LS

Optimum exposure.
The sun-tracking, four-position beach chair; rotates 360 degrees; adjusts to four seating positions, from upright to fully reclined; and folds down for easy transport to and from beach or pool. From Hammacher Schlemmer. GO HS

Stock up on batteries.
Stock up for the summer. PanSon offers a bonanza of Energizer and Everready batteries—from AAA to 9-volt. Also featured online is a selection of battery chargers. From PanSon Electronics. GO PS

TRAVEL & VACATIONS

A gambler's gambit.
Take a Las Vegas mini-junket. Check into rooms at The Four Queens or The Landmark for only $39 per person (double occupancy per night) including dollar-matched chips. Or make your own hotel arrangements and order "Bonus Bucks" only. Details online. From Aero Academy of California. GO AC

Make your next vacation retreat a home away from home.
Let Endless Vacation Travel know where and when you would like to go, and they will do the rest. Choose from your choice of luxurious condominium units featuring many of the conveniences of home. All for far less than a hotel room would cost. Daydreaming is free on May 20 and 21 and June 17 and 18, when connect fees are waived. From Endless Vacation Travel. GO EV

Who will win the Tonys? Guess correctly and see a show, on us.

Get out your crystal ball! Here's your chance to predict who will win this year's Antoinette Perry Awards for Theatrical Excellence, a.k.a., "The Tonys." The first member to guess the winners in six categories will walk away with tickets for two to the Tele-Charge show of his or her choice (subject to availability).

On May 3, when nominees are announced, Tele-Charge will post the categories and choices. Only one entry will be accepted per User ID, so select carefully. The winners are announced in New York City on June 4. And the first savvy member who correctly sweeps the categories will be awarded the grand prize.

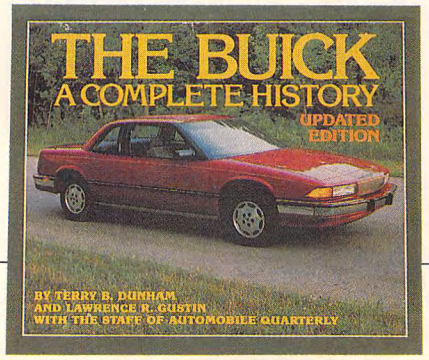
For details on the contest and on what is playing in Tele-Charge Theatres coast-to-coast, GO TC.

The Tony

Buick Through the years.

Every month, Buick takes you on a trip down memory lane with a new Buick Heritage Quiz. Each multiple choice quiz tests your knowledge of Buick history. And every month, two lucky subscribers who correctly complete the quiz will win a grand prize. During May and June, the grand prize is a copy of *The Buick: A Complete History*. This handsome, full-color, 444-page book is filled with facts and lore about Buick.

For contest details and your chance to win, GO BU.

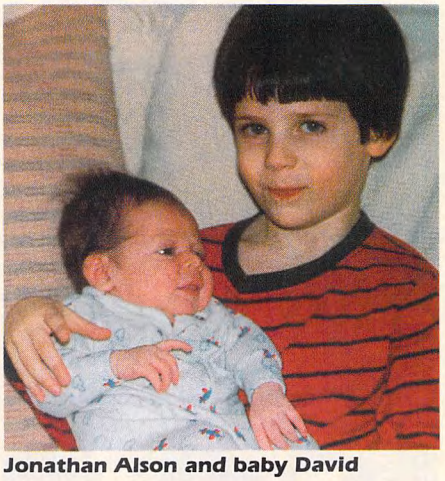


WINNERS' CIRCLE

Welcome, David Henry Alson!

Welcome David Henry Alson, winner of The Mall's Second Annual First Baby Contest. David was born on Jan. 1, 1989, at 12:56 a.m. at New York Hospital in New York City. He weighed in at 7 pounds 13 ounces. The proud parents are CompuServe members Andy and Diane Alson. The Alsons told us, "Although not expected until Jan. 8, David arrived early to wind up a wonderful New Year's Eve.

Andy is a real-estate professional who flies for fun. He is a frequent visitor to the Aviation Forum. Diane is a psychologist. They have been CompuServe members for four years. David Henry is pictured here with his brother, Jonathan, who was five in March.



Jonathan Alson and baby David

Congratulations to the Alsons and a warm welcome to David Henry. Thanks to the Mall merchants who donated prizes to fill David's welcome basket. Welcome, also, to the following new CompuServe babies, all runners-up in the contest:

- *Jennifer Lee Carnicella*, born Jan. 1 at 2:35 p.m.
- *Gregory Charles Morris*, born Jan. 1 at 7:46 p.m.
- *Erica Whitney*, born Jan. 5 at 12:31 p.m.
- *Laura Eleanor Rivera*, born Jan. 7 at 3:57 a.m.

Bye-Bye 80s

Congratulations to Mindy Rivard of Sterling Heights, Mich. Mindy, a biology major at Wayne State University, was the grand-prize winner in The Mall's Farewell to the 80s contest. She won a $500 CompuServe usage credit.

Congratulations also to Wayne Anselme, John Proto and Michael Willes, winners of Couch Potato Kits, compliments of Simon David.

Remember: other merchants sponsor monthly contests.

Don't forget that many merchants feature new online contests every month. Test your stage savvy at Tele-Charge (GO TC). Take a trip down memory lane with Buick Magazine's Buick Heritage Quiz (GO BU). Win the cake of your choice if you're a birthday boy or girl at 44 Cakes (GO DS).

Some prizes are valuable; others are simply scrumptious. So, play today, and good luck!

HOW TO ORDER

Shopping The Mall.

Ordering from The Electronic Mall is easy. Each time you enter a Mall store, a personal order file, much like an electronic shopping cart, is opened for you. Browse a store's database, and when you see a product you would like to buy, type the letter "O" and the order will be placed in your file, similar to selecting an item from a store's shelf and placing it in your cart.

You can order directly from the product description page — there is no need to return to a store's top menu. You can order one item or a dozen. When you type "O," the system does not complete your order; it only registers your desire to make a purchase.

Checking out.

To complete your order, you must "check out." You can do this by typing CHECKOUT, the GO command of the next store you wish to visit or any command that takes you elsewhere on CompuServe. This tells the system you are ready to complete the order and presents two options.

1. Cancel your order by typing EXIT.
2. Complete your order by responding to a series of prompts for additional information.

When you have supplied the necessary information, you will receive an order summary. You now have the chance to change part or all of your order. For example, if you've ordered three books but decide you only want two of them, you can delete one book from your order. Or maybe you would like to have your order shipped to your office instead of your home. You can make that change, too.

Once you've made any changes, you again will have the chance to review your order. When you confirm the order as correct, you will receive an order confirmation number. *At this point, your order is complete.* It is sent electronically to the Mall merchant's CompuServe mailbox for processing. The order process is the same for every Mall merchant, but methods of payment and delivery may differ. If you have questions regarding your order, it is best to contact the merchant directly by using the customer service information provided within each store.

MALL DIRECTORY

ARTS, MUSIC, VIDEO

AM AM/PM Music & Video †
CD Compact Disc Club *
CM The Classical Music Club
DA Discovery Artists
MMA Metropolitan Museum of Art *
MAO Music Alley Online
RT Record and Tape Club *
TC Tele-Charge—Theatre tickets
VC The Video Club *
WH Windham Hill ■ *

AUTO

DU ABC Compu-Lease
AQ Autoquot-R
AV AutoVision
BU Buick Magazine ■
FMC Ford Motor Co. ■

BOOKS/PERIODICALS

AS American Magazine Subscriptions
AN Antic Software
BAL Ballantine Books
CS *Computer Shopper* †
DJ Dow Jones & Company
DR Dreyfus
MH The McGraw-Hill Book Co. ■ *
MC *MacUser* †
MER Mercury House
NW Newsweek
PCC *PC/Computing* †
PM *PC Magazine* †
PB Penguin Books ■
BK Small Computer Book Club
TL Time-Life Books
WB Walden Computer Books
JW John Wiley & Sons ■ *

BUSINESS & FINANCE

IN Auto Write
INC Business Incorporating Guide
CF CheckFree
DJ Dow Jones & Company
DR Dreyfus
HRB H&R Block
HRA Halvorson Research Associates
IS Investment Software ■
LA The Law Store
TKR Max Ule Discount Brokerage
NN NewsNet

CLUBS & MEMBERSHIPS

CM The Classical Music Club
CD Compact Disc Club *
NCW National Computer Warehouse Club
KC New York Kennel Club
RT Record and Tape Club *
SAC Shoppers Advantage
BK Small Computer Book Club
TL Time-Life Books
VC The Video Club *

COMPUTING

AH A> Help Store
AN Antic Software
ATI American Training International ■ *
TPC At The Top PC Shop
CDA CDA Computer Sales ■ *
CE Computer Express *●
CS *Computer Shopper* †
CTO Computer Technologies Online
DM Direct Micro ■ *
FWC Fort Worth Computer
HTH Heathkit ■ *
IS Investment Software ■
MC *MacUser* †
MM Marymac Industries
MNU Menu
NCW National Computer Warehouse Club
NAR New Age Resources *
OS Online Store
PT Paradise Technology
PCC *PC/Computing* †
PM *PC Magazine* †
PP Programs Plus
SAF Safeware Computer Insurance ■
SDA Software Discounters of America
SP Some Things Special
WB Walden Computer Books

GIFTS & COLLECTIBLES

BL Bloomingdale's
COF Coffee, Anyone???
CT Countree Reflections
CR Crabtree & Evelyn ■ *
DS 44 Cakes ■
DD Don's Dollhouse & Miniatures ● *
ED Executive Depot ■ *
FFS Florida Fruit Shippers ■
FS Flower Stop
GC Godiva Chocolates ■ *
HR Harris' Scent-Sations
IR Indian River Citrus ■ *
IV Ivory Cache ■ *
LS LifeSpan *
MMA Metropolitan Museum of Art *
PF Pepperidge Farm ■ *
RM Rent Mother Nature ■ *
GR Annemarie G. Schaffer
SL Sharon Luggage and Gifts ■ *
SIM Simon David ■ *
SP Some Things Special
WK Walter Knoll Florist

GOURMET FOODS & FLOWERS

GC Godiva Chocolates ■ *
COF Coffee Anyone???
DS 44 Cakes ■
ED Executive Depot ■ *
FFS Florida Fruit Shippers ■
FS Flower Stop
IR Indian River Citrus ■ *
IV Ivory Cache ■ *
PT Paradise Technology
PF Pepperidge Farm ■ *
RM Rent Mother Nature ■ *
SIM Simon David ■ *
WK Walter Knoll Florist
WE Williams & Eeden Garden Center ■ *

HEALTH & BEAUTY

BL Bloomingdale's
CR Crabtree & Evelyn ■ *
EE Elite Eyewear ■ *
LS LifeSpan *
NAR New Age Resources *

HOBBIES, TOYS & PETS

AC Aero Academy
DD Don's Dollhouse & Miniatures *●
GG Games Galore ■ *
HC Hobby Center Toys
KC New York Kennel Club
PW Petworks
TSR TSR Games Shoppe ■ *
WE Williams & Eeden Garden Center ■ *
TP Traveling with Your Pet

THE MEN'S SHOP

APC Apparel Concepts for Men ■
BR Brooks Brothers ■ *

THE WOMEN'S SHOP

BR Brooks Brothers ■ *
HR Harris' Scent-Sations
GR Annemarie G. Schaffer

MERCHANDISE & ELECTRONICS

AE Ankai Electronics ■ *
ORD CompuServe Store
HS Hammacher Schlemmer ■ *
HTH Heathkit ■ *
PS PanSon Electronics ■ *
SAC Shoppers Advantage *

OFFICE SUPPLIES & SERVICES

IN Auto Write
DM Direct Micro ■ *
EX Executive Stamper
FR First Run Computer Services
LA The Law Store
SAF Safeware Computer Insurance ■
SC Stationery Center ● *

SPORTS & LEISURE

AC Aero Academy
CO Char-Broil Grill Outlet
EE Elite Eyewear
GG Games Galore ■ *
HS Hammacher Schlemmer ■ *
OL Olympic Gift Store ■ *
RR Rin Robyn Pool 'N Patio ■

TRAVEL & VACATIONS

AF Air France ■
BH Bargain Holidays of Florida
EV ENDLESS VACATION TRAVEL *
OA Official Airline Guide
SL Sharon Luggage and Gifts ■ *
TP Traveling with Your Pet

■ Offers free print catalog.
* Denotes electronic order form for use with print catalog.
● Credits cost of print catalog toward purchase.
† Denotes new merchant.

GOINGS-ON AT A GLANCE

Happenings

"To Catch A Thief" GO MALL
Mother's Day May 14
Father's Day June 18

FUN & GAMES

Buick's Heritage Quiz GO BU

Tele-Charge's "Tony" Quiz GO TC

Free Shopping*

Alamo Rent A Car GO AL
May free shopping: May 20, 21

American Training International GO ATI
May free shopping: May 20, 21

AM/PM Music & Video GO AM
May free shopping: May 20, 21

Bloomingdale's GO BL
May free shopping: May 6, 7, 13, 14, 20, 21, 27, 28

Buick Magazine GO BU
May free shopping: May 13, 14
June free shopping: June 3, 4, 5, 10, 11

The CD Club GO CD
May free shopping: May 13, 14
June free shopping: June 10, 11

Computer Express GO CE
May free shopping: May 6, 7

Computer Shopper GO CS
June free shopping: June 3, 4

44 Cakes GO DS
May free shopping: May 5, 6, 15, 16

Discovery Artists GO DA
June free shopping: June 10, 11

MAY

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

JUNE

				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

A> Help Store GO AH
June free shopping: June 17, 18

Endless Vacation Travel GO EV
May free shopping: May 20, 21
June free shopping: June 17, 18

Flower Stop GO FS
May free shopping: May 6, 7

Ford Motor Co. GO FMC
June free shopping: June 17, 18

Games Galore GO GG
May free shopping: May 27, 28

Hammacher Schlemmer GO HS
May free shopping: May 27, 28

***MacUser* GO MC**
May free shopping: May 20, 21

New Age Resources GO NAR
May free shopping: May 27, 28
June free shopping: June 3, 4

Panson Electronics GO PS
May free shopping: May 13, 14
June free shopping: June 10, 11

***PC Computing Magazine* GO PCC**
May free shopping: May 27, 28

***PC Magazine* GO PM**
May free shopping: May 13, 14

Rent Mother Nature GO RM
May free shopping: May 13, 14

Software Discounters of America GO SDA
May free shopping: May 13, 14

Williams & Eeden Garden Center GO WE
May free shopping: May 6, 7

*All applicable communications surcharges remain in effect.

Coming Attractions

On the road again.
Nissan. Built for the human race. Watch for the online unveiling of the complete Nissan lineup, including the Nissan Maxima SE. *Road & Track's* "Performance Cars '89" says of the Maxima, "It's certainly the best car in this class to emerge from Nissan, and if it's any indication of things to come, we say, 'Full speed ahead!' "

The Nissan name, logo and Sentra, Stanza, Maxima, 240SX, Pulsar NX, 300 ZX, Access, Pathfinder and Hardbody names are used solely by permission of Nissan Motors Corporation in the United States.

NISSAN
Built for the Human Race.

The Chevy Showroom. The Heartbeat of America, today's Chevrolet. Coming soon, the complete 1989 lineup of Chevy cars and trucks, including Camaro, Corsica and Corvette.

THE Heartbeat OF AMERICA TODAY'S CHEVROLET

Alamo Rent A Car. Opening online soon. Visit Alamo and discover a listing of Alamo locations, details on how each Alamo rental can earn you mileage credit in the airlines' frequent flyer programs, news on current Alamo specials, information on Alamo's corporate rate program, and, most importantly, a toll-free number for reservations.

Alamo® Rent A Car

The sounds of summer. Sizzling summer tracks on CD or cassette from AM/PM Music & Video, Windham Hill, Discovery Artists, The Compact Disc Club and The Record & Tape Club.

The Mall's Summer Sale-A-Bration. Summer sidewalk sales and specials. Plus free gifts for the first 500 summer shoppers!

One Call Does It All*

**Systems To YOUR Specifications*

If you like the idea of buying quality computer components but hate dealing with uninformed order takers, you're ready for the alternative source for quality, value, and performance in computer systems: The On-Line Store.

Why compromise? The On-Line Store's in-house technicians know the right questions to ask. They'll custom configure a system to fit your exact needs.

With your order, you'll receive unlimited access to On-Line's extensive BBS with literally hundreds of free programs, as well as toll-free access to On-Line's technical support line.

From the individual PC to the multi-tasking environment one call does it all—at the On-Line Store.

SYSTEMS BUILT TO YOUR SPECS

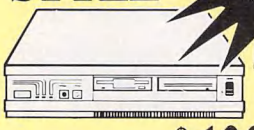
30 MB HARD DRIVE SYSTEM 286/AT

Now Only $995

- *80286 Processor*
- *IBM/OS2 Compatible*
- *80287 Co-Processor Slot*
- *EGA/VGA Card*

40 MB HARD DRIVE SYSTEM PS/2 STYLE

NEW! Slim Design



- *MHz Indicator Light*
- *Low Profile Streamlined Case*
- *Intel 80286*
- *IBM/OS2 Compatible*

$1295

PC/WORKS

MAGAZINE EDITORS' CHOICE

NEW! PCX MULTI-LINE VOICE/MAIL SYSTEM

Everyone's talking about the new multi-line version of PCX Voice/Mail Telemarketing System.

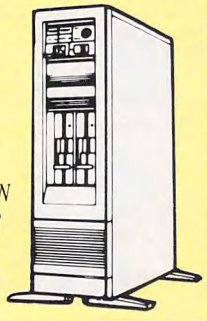
The single line version of PCX was just awarded PC Magazine's *Editor's Choice* in January (under its parent name, Bigmouth) and we fully expect the multi-line version to carry on the family tradition of earning top honors for high flexibility and low price.

With hundreds of features such as call routing, in- and outbound telemarketing and private mailboxes, PCX can be customized to fit your particular needs.

With the multi-line version, you can increase your capabilities as your needs grow. Upgrade from one to two lines (ask about full value trade-ins) and add on additional units to accommodate up to 16 phone lines.

Single Line Version $269 *Multi-Line Version* $699

65 MB 386/TOWER CASE SYSTEM

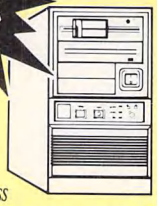


- *Novell/UNIX/XENIX/LAN*
- *1 MB RAM Expand to 10 MB*

$1995

16 MHz

65 MB HARD DRIVE MICRO TOWER



- *High Speed Disk Access*
- *IBM/OS2 Compat.*
- *4 Drive Cavities*
- *Intel Processor*

$1495

PORTABLES TO GO

Ask About Our Specials

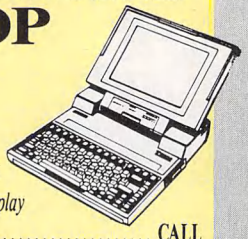
PORTABLE 286/12

$995

286/12 MHz, 40 MB, 512K $1595
386/20 MHz, 65 MB, 1 MB 2595

NAME BRAND LAPTOP

Now Only $775



- *Lightweight*
- *Battery/AC*
- *IBM Compat.*
- *LCD Display*

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PROFILES IN USAGE

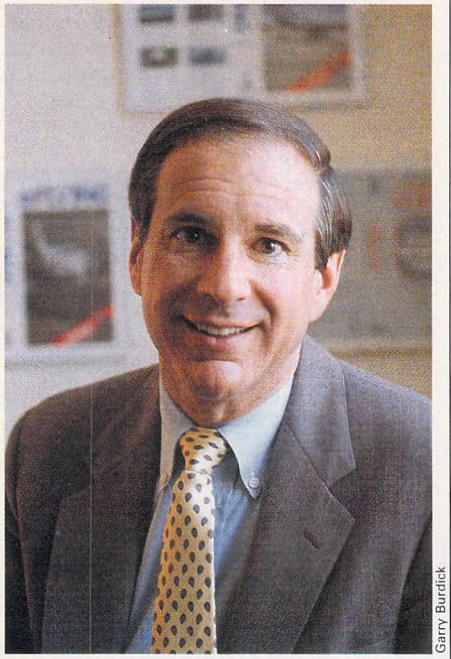
The Many Faces of CompuServe

What characterizes a CompuServe member? To answer that question, we talked with more than a dozen members in professions ranging from lawyer to literary agent, programmer to physician. They live in Tokyo, Toronto, San Francisco, St. Paul, Minn., and Burley, Idaho, but once online, their "world," created through networking with fellow professionals, knows no boundaries. That's how an entrepreneur, raised in Great Britain, can quickly locate contacts and learn about business customs for Singapore and China—without leaving his desk in Toronto. Or how a programmer can work for Apple Computer headquarters in Cupertino, Calif. from his home in Lake Peekskill, N.Y. and still keep in touch with Silicon Valley news and colleagues thousands of miles away.

This notion of connectivity—being "wired" to sources of information—is supported by futurist and best-selling author John Naisbitt. In looking toward the year 2000, he talks of entrepreneurs working out of their homes in rural towns, doing business by computer with their associates in Tokyo and contacts throughout the world. Telecommunications, he says, is driving change now just as manufacturing did during the Industrial Age.

Liberated from the traditional confines of time zones, more and more of us are becoming what *Business Week* writer Geoff Lewis would call master "time-shifters"—using electronic mail, fax and laptop computers to make, in minutes, connections and information searches that used to take days—thus quickening the pace of business.

"The new source of power is not money in the hands of a few but information in the hands of many," one of Naisbitt's tenets from the classic *Megatrends*, has come true. By tapping into the collective, higher intelligence available electronically, CompuServe members are finding that power. We'd like to introduce you to a few them—your many neighbors in the online world.



Garry Burdick

Busy exec files flight plans online: *Boyer*

Phil Boyer, Vice President/Private Pilot

by Carole Houze Gerber

Smart pilots know that when it comes to aviation safety, practice makes perfect. "There's probably nothing more dangerous than a pilot who flies only occasionally," says Phil Boyer, a private pilot and senior vice president at Capital Cities/ABC Inc. in Manhattan. "That's why I make a demand on myself to try to fly twice a week."

Boyer, who's logged 2,500 hours of flight time in the 22 years he's been a pilot, regularly flies his twin-engine Cessna 340A on the East Coast for business and to the midwest to visit relatives. Aviation and aviation safety are a professional interest of Boyer's as well—he's the publisher of a quarterly video magazine called *ABC's Wide World of Flying*. "These hour-and-a-half videotapes for pilots contain technical information and 'how-tos,' " Boyer explains. "Each covers a variety of topics, such as aircraft checkouts, warbirds, avionics and pilot proficiency."

The focus of a story in a recent issue of *ABC's Wide World of Flying* was how to use CompuServe's surcharged EMI Flight Planning service. Hosted by Boyer, the feature shows step-by-step how pilots can use the service to obtain weather information, plan flights and file them online with the FAA.

"By law, all pilots must file plans with the FAA before each trip," says Boyer. "CompuServe was one of the first to make online filing available, and it's a real time-saver. The information goes through CompuServe directly to the National Aeronautical Interchange Network and then to the facility controlling the departure airport. It then takes only a minute or two for a pilot's plans to be printed out at that end."

Here's how EMI simplifies Boyer's flight planning: Following online prompts, he enters information about altitude, speed and other critical factors. EMI combines Boyer's information with current data on wind speeds and other data, and presents him with a flight plan and an alternative plan. He downloads one for his use and then files a copy online with the FAA. "For a one-time charge, pilots also can store critical performance figures and other information specific to their planes in a special file," Boyer says. "This data is then used each time so EMI can prepare a flight plan specifically for the type of aircraft you fly."

Boyer also relies exclusively on EMI for weather briefings. "The alternative to a weather briefing by computer is calling the nearest FAA flight service station and waiting on hold for sometimes up to 20 or 30 minutes. The information pilots receive may be a forecast only for the departure and destination points. The beauty of EMI is that the pilot can determine how much weather information is needed and get as much as he wants."

Because safety is a priority with Boyer, he downloads weather information all along his route instead of settling for departure and destination weather data only. "A lot can happen between here and there," he says. "If anything goes wrong with the weather, I have a complete briefing of several pages of weather information to refer to. I'd never get all that down by phone from a flight station—I'd be copying things down for an hour and a half."

Boyer travels with a laptop model so he can access EMI to plan his flight, get weather data and file his flight plan. "I recently flew on an overnight trip to Washington, D.C.," he recalls. "It was such a quick trip that I didn't take the computer. The following day, I had to phone for all the information. I got put on hold and received less data than I choose to get online. I was really sorry I'd left my laptop behind."

Masayuki Dobashi

Gets securities data fast: *Honmou*

Harumi Honmou, Securities Translator

by Douglas W. Jackson

When Harumi Honmou logs on to CompuServe at midnight, sleep is the farthest thing from her mind. Instead, that 10 or 20 minutes she's online will likely be spent racing through Standard & Poor's, The Business Wire, and other news services, scanning such topics as stock market news, financial markets and news briefs.

"I pick up background data on certain American and European companies," says Honmou, who works in Tokyo as a translator for County

NatWest, a London-based securities firm. "Every day we seek recent news about various companies whose equities we deal in."

This is where CompuServe proves its worth, according to Honmou. "Market news and developments that I've retrieved after midnight often don't make it into the next morning's newspapers here, so what I retrieve is sometimes really news. Several times my boss has complimented me for knowing what no one else did."

When dealing with English, Honmou can call on English-speaking friends in the Journalism Forum for help in defining the words and phrases that the world (financial and otherwise) spawns so rapidly. "Sometimes dictionaries just don't tell me what I need to know," she says. "But my counterparts in the West can, and they're always kind enough to answer.

"To tell the truth, nobody at work knows that I'm using CompuServe," she says. "I use it because I love my job, and because I want to be valued for my skills."

Honmou started going online about two years ago via the Japanese network, NiftyServe, which gave her access to CompuServe. "At first I couldn't believe that with just a little NEC word processor and a modem I could contact people overseas and get a message the same night," she says. "I still think it's incredible."

Honmou is as interested in communicating with people as she is in obtaining information. "I use the forums a lot," she says. "I joined the Journalism Forum first. I told everyone I was a beginner and listed my hobbies and what I wanted. Two or three days later a photographer from Canada answered my message. Now we talk once every two weeks or so, and I do the same with two friends I made in the United States."

Honmou would like to see a series of mini-forums within the Foreign Language Education Forum created for people with similar interests. "I studied Spanish in college, and I'd love to get in touch with people who speak Spanish, or people who are interested in Japanese culture."

Masayuki Dobashi

Expert translators: *Fukawa, Koelh*

Takahiko Fukawa, Entrepreneur

by Douglas W. Jackson

Surrounded by IBM PC clones and desktop publishing equipment, the husband-and-wife team of Takahiko Fukawa and Marie-Laure Koelh run a small communications and translation company called COMT. Besides churning out translations in nine languages (including German, Korean, Spanish and Chinese), COMT does public relations for some of Japan's biggest electronics manufacturers. Supported by CompuServe and a Wildcat-driven bulletin board, COMT's reach extends far beyond the two small adjoining apartments in northern Tokyo that serve as company headquarters.

"I log on to CompuServe at least once a day," Fukawa says, "or if I'm too busy, one of my staff does. We have a 2400-baud modem, which is fast and saves us money. I'd like to use the service more, but my routine is limited at the moment. I just log on, go through EasyPlex, go to the Public Relations and Marketing Forum and once in a while check out the Foreign Language Education Forum."

Fukawa and Koelh, who is from France, are networking veterans who have communicated through local networks in Tokyo for several years. The local networks have died out, but that heady sense of connectedness was no doubt what led the couple to be among the first in Japan to become members of CompuServe three years ago.

"People were so surprised when we logged on the first few times," Fukawa recalls. " 'What, you're from Tokyo?' they'd say. It was big news. We even exchanged a Japanese-language file with a guy in Canada who had a computer with a kanji (a Chinese character) ROM."

Last November Fukawa and Koelh were among 20 people in Japan and the United States who participated in a live online conference about the two countries' volatile trade relations. "We all got together in the CompuServe Convention Center with Ron Solberg, the administrator of the Public Relations and Marketing Forum, as moderator," Fukawa says. Koelh and Fukawa agreed that exchanging ideas and differing viewpoints made attending worthwhile.

For Fukawa and COMT, the Public Relations and Marketing Forum is a particularly valuable facet of CompuServe. In addition to making contact with overseas clients who want to break into the Japanese market, "We've even developed a business associate through the forum—Ken Love, a visual media consultant," Fukawa says. "Ken takes amazing industrial photos, and because our PR clients include most of the big electronics manufacturers, we've worked together several times." Fukawa and Love, friends now as well as business partners, exchange messages almost daily via CompuServe "just for fun," and Love visits Japan on business three or four times a year.

Sharat Munjal, Entrepreneur

by Kathy Baird

To Sharat Munjal, president of Medgate Inc., a Toronto, Ontario-based software development company, international travel was nothing new—until he received an invitation to speak about occupational health and safety applications of software at a worldwide conference in Beijing last October. He had never been to China.

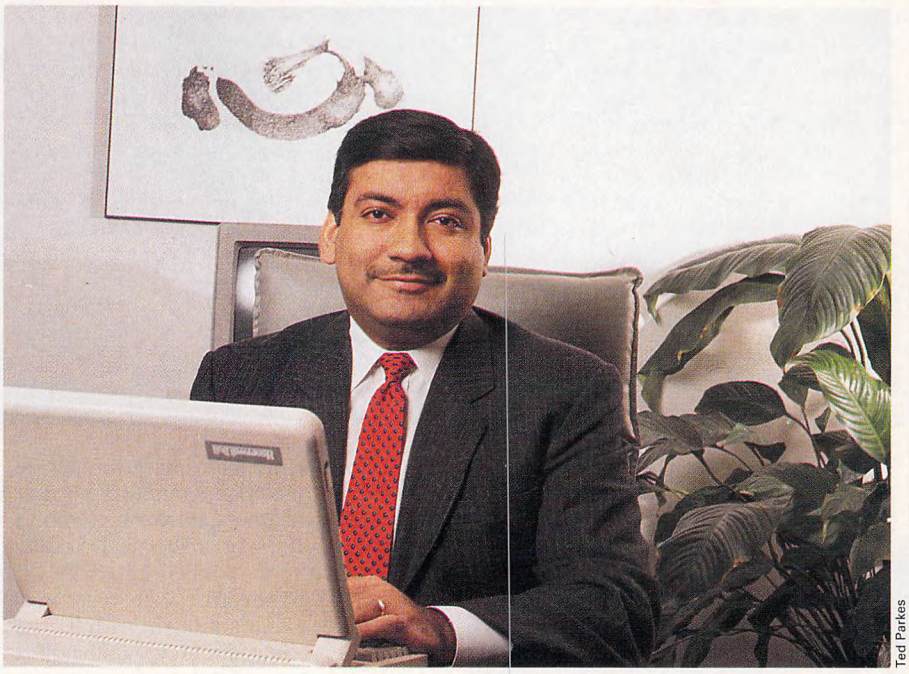
"To get tips on business practices and travel arrangements, it seemed only natural to consult the more experienced members in the Entrepreneurs' Forum, Safetynet and the Travel Forum on CompuServe," says Munjal, who was raised and educated in the United Kingdom. "One of the recommendations was to have business cards printed in both Chinese and English. I followed that suggestion, and there is no doubt in my mind that presenting a bilingual business card to Chinese delegates at the conference had the desired effect of impressing upon them our serious intention to work with the customs and business practices on their terms—always a good start."

Munjal expanded the trip, including Australia, Thailand and Singapore, to determine if these countries also had needs for similar software from Medgate's subsidiary, Healthtrac. "Information about these countries in the forums was invaluable in providing a 'grass roots' insight not available in travel books and magazines," he says.

A Singapore businessman, for example, contacted him through the Entrepreneurs' Forum and arranged to compile a list of contacts familiar with that country's occupational safety and health legislation. When Munjal arrived in Singapore, that list of contacts quickly put him in touch with the right people. He discovered that Singapore has stringent occupational safety and health laws enforced by inspectors, making it a good prospective market for his product.

On an earlier seven-country visit to Europe in February 1988, Munjal also consulted online forums for tips. He has made a habit of meeting at least one individual through CompuServe whenever, and wherever, he travels.

Medgate began in 1985 as a systems integration company and a year later secured a contract with a large multinational company to develop an inhouse occupational health and safety software system. That idea led to the creation in 1988 of Healthtrac, software that keeps record of workplace injuries, workers' compensation claims and workplace occupational information such as exposure to hazardous substances. It is marketed on a partnership basis in Canada by AT&T, Health Care Systems, Hewlett-Packard, Honeywell-Bull and Unisys.

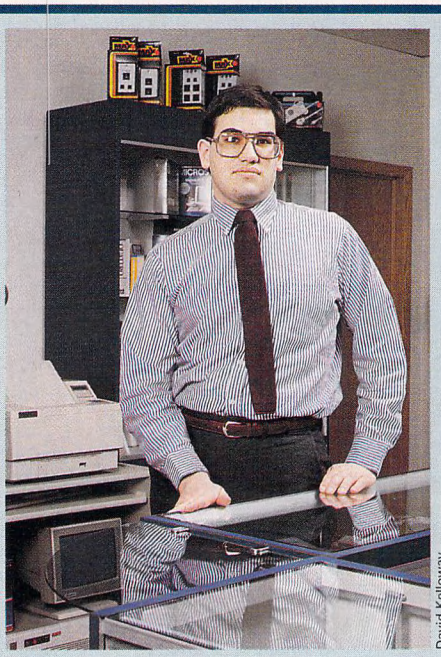


Ted Parkes

International communication connection invaluable: *Munjal*

Markets include the United States, Australia, Great Britain, and nations in Western Europe and the Far East—"countries that have occupational health and safety legislation enacted and that are developed enough to have a large supply of computer systems and software," says Munjal. During 1989, he expects to either sell his software in Singapore or develop a joint venture with a Singapore-based company to create software for Far East markets. At that point, CompuServe's electronic mail service should help him establish a valuable communication link with his international clients.

When he's not busy running the business or communicating online, Munjal teaches evening classes at Centennial College of Arts & Technology in Toronto and spends time with his family in Brampton, a Toronto suburb. "With the arrival of the little one (a baby girl) a few months ago, I daresay that I am going to find my time on CompuServe being limited for a while, but the fun that I am having when I'm online is more than making up for that."



David Kelloway

Online fax saves time: *Gornick*

Stephen Gornick, Computer Reseller

by Terri Stone-Conrath

Stephen Gornick splits his work time between the office and home. He appreciates CompuServe's capability to send fax documents by using EasyPlex-to-fax transfer.

"Because I don't have a fax machine at home, I can send my sched-

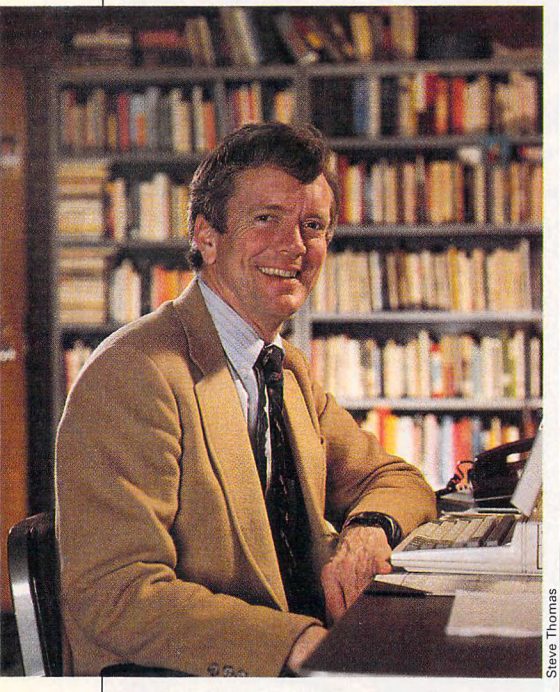
ules to my office as soon as I've finished them, even at 1 a.m.," says Gornick, a controller for Progressive Computers, a St. Paul, Minn., computer reseller. "Then my staff can start working on the information right away without waiting for me."

He recommends that anyone who cringes at the price of letterhead consider the cost-effectiveness of EasyPlex. "Most work-at-homers probably don't use customized letterhead and also don't want to use a residential address for their incoming mail. EasyPlex solves the problem of not looking professional by not using letterhead. When you consider the time spent mailing—typing, printing, addressing, stuffing and stamping—and the cost of supplies, EasyPlex is affordable."

Gornick, also a senior accounting major at the University of Minnesota, has other uses for online services. His favorite is using the New Car Showroom to price cars. "I figure I saved about four hours traveling between car lots to find the right car by using this service," Gornick says. He now has a new Mazda 626.

The Writing Life

by Cindy Morgan



Steve Thomas

Plans "reading tours" online: *Taylor*

Henry Taylor, Pulitzer Prize-winning Poet

"I write all kinds of things, mostly poetry and prose," says Henry Taylor, co-director of the Creative Writing Master's Program at American University in Washington, D.C. Taylor is the author of three published books of poetry. The most recent, *The Flying Change*, was published by Louisiana State University Press in 1985 and, Taylor modestly notes, "had the outrageous good fortune to win the Pulitzer Prize in Poetry in 1986."

Legendarily inept at mathematics, Taylor shied away from computers, erroneously believing he needed to know something about math to operate one. Then, in 1983, a computer guru at American University introduced him to his first machine, an Osborne 1. Later he switched to a "souped-up AT&T 6300 with a hard card." Two years ago his wife gave him a modem with a CompuServe introductory membership.

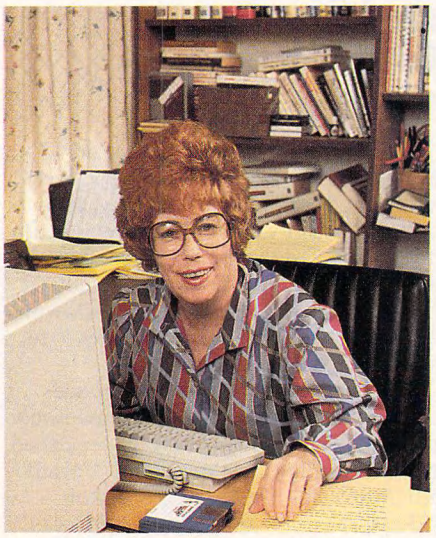
"I found one of the most useful services to be the WordPerfect Support Group," Taylor says. "I was having trouble with my printer driver and was able to get it going through the forum and EasyPlex." While he doesn't compose poetry on the computer, he does input it when he is ready to see how it will look on the printed page. He also has developed a program that tracks word frequency. ("It keeps me in check.") Other services Taylor uses include IQuest, the National Bulletin Board and the Official Airline Guide, which he finds helpful in planning his "reading tours" across the country.

In addition to his three books of poetry, Taylor writes introspective pieces on life in rural Virginia. He also has completed another book, *Writing on Computers: A Real Book for Real Writers*, which hasn't found a publisher yet. "Having an unpublished manuscript around makes me feel more like a real writer."

Karen Pershing, Novelist and Editor

"Being in touch with other writers is in itself a valuable thing," says Grenada Hills, Calif. resident Karen Pershing, the author of five romance novels and a frequent contributor to several music magazines. "The isolation under which a writer works can be tough. Having that contact with colleagues keeps you focused."

Pershing, who started writing with a personal computer seven years ago, first got a modem when she was editing for *Windplayer* magazine. She used it



Greg Newman

Personal contacts help: *Pershing*

to send her files and thought, "Let's see what else I can do." She discovered CompuServe. "At first I did a lot of experimenting and chalked up enormous bills."

Pershing, whose fifth novel, *The Home Stretch*, will be published this summer by Harlequin under the pseudonym Karen Percy, is a daily regular at the Literary Forum. "I'd been writing for about four years and had my share of rejection letters before selling anything. Then I sold two books to two different publishers within 10 days of each other." Her books have been published by Berkley/Jove and Harlequin. "The more contacts you have with people who are trying to do what you're trying to do, the better," she comments.

Pershing, a classical percussionist as well as a novelist, has written for *Modern Drummer*, *Gig* and *Windplayer* magazines. She visits the MSC/MIDI Forum for research. "Just knowing the resource is there is helpful."

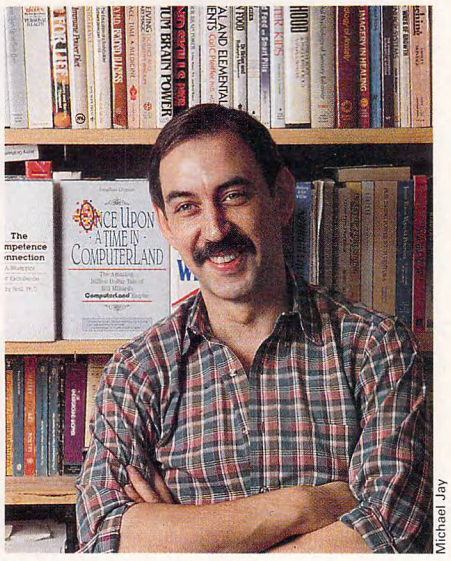
Sam Mitnick, Literary Agent

"There is no subject I am not interested in, provided it is put on paper well," says Sam Mitnick, who founded his own San Francisco-based literary agency about a year ago. Mitnick's own resume and credentials are formidable: executive editor and associate publisher of HP Books, vice president and publisher of adult trade paperbacks at The Putnam Publishing Group, editor-in-chief of Harvest, senior editor at Harcourt Brace Jovanovich, editor-in-chief at Delta/Laurel Books, senior editor at Delta Books, and editor-in-chief at Decapo Press.

Mitnick chose to move to San Francisco on the grounds that the West Coast is undermanaged. "With the new electronics, the world has gotten a lot closer. After all, an unreturned phone call knows no geography," he says wryly.

His first sale as an agent was a six-figure deal with Bantam Books for a revolutionary cookbook called *Microwave Gastronomy*, which was written by *The Washington Post*'s food writer. He currently is completing negotiations on Dave Winfield's *The Ultimate Preparation for Being a Baseball Player*, a book he is most excited about. "Agents do not sell books. Agents sell their enthusiam for books," he says.

Mitnick first became a CompuServe member seven years ago, in part to scout potential new authors. At first, he found the system most useful for downloading software that wasn't available elsewhere. Now he frequently checks in on both the Journalism and Literary Forums.



Michael Jay

Agent for authors: *Mitnick*

Mitnick's literary dream is "to find the kind of writer who understands both anthropology and popular science and writes like Tracy Kidder." He welcomes query letters from published writers of fiction; nonfiction writers of anthropology, popular science, self-help and diet books; and cookbook authors with bona fide culinary credentials.

Mitnick prefers query letters and first chapters the old-fashioned way, via the US Mail. Once he has signed on an author, however, he encourages him or her to join CompuServe. "Sending chapters to a publisher and agent via a modem allows for instant checking and speeds the development of the manuscript," he says.

Robert Hogan, MD Family Practitioner

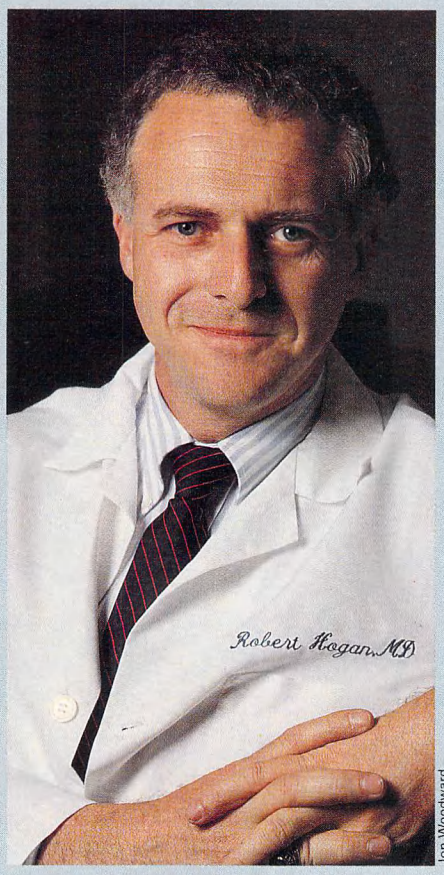
by Cathryn Conroy

Dr. Robert W. Hogan III, a family practitioner with Permanente Medical Group, a national HMO in La Mesa, Calif., long ago realized that the key to success was knowing when to ask questions and where to look for answers. A man who lists machine-tinkering as one of his hobbies (his other hobbies include gardening and racquetball), Hogan has long used his computers to do so. Hogan's wife Connie, and his children, aged 14, 10 and 9, are computer-literate as well.

A case in point: Several years ago, he examined a young man whom he suspected of having testicular cancer. "I turned on the computer and did some bibliographic searching on testicular cancer. Within 30 minutes, I had read the abstracts of the most recent articles available on the subject." He learned about the tissue types and prognosis as well as surgical and nonsurgical treatments. Hogan credits this time he spent in PaperChase, a user-friendly version of the National Library of Medicine's MEDLINE, for his ability to coherently explain to the patient the potential outcomes of the disease.

Today the patient is well, thanks to the surgical removal of a small tumor. Although the PaperChase search was not responsible for the recovery, it enabled Hogan to give the patient the latest medical facts soon after the diagnosis was made, easing the man's worry.

"I am now an inveterate, determined and regular user of online information services. Online literature searching is indispensable for the quality practice of medicine," Hogan says.



Jon Woodward

Knows where to look for answers: *Hogan*

What started out as one computer and a modem in his home is now three computers and modems at work, so he can conduct medical literature searches on PaperChase at any time—in the middle of rounds, between appointments or on his lunch hour.

Hogan recently used PaperChase when a patient thought he had Lyme Disease, an infectious illness, caused by the bite of a tick, that attacks the joints, heart and central nervous system. Hogan searched PaperChase for articles on Lyme Disease, gathering the names of the authors—real experts on this rare illness. "One can still ask the professor," says Hogan, who picked up the telephone for consults with several of these experts. "Now, however, one can draw on an international assembly of experts."

Hogan has held classes for fellow physicians on tips and techniques of online searching. Once he demonstrated several medical databases by asking his audience to give him the most difficult research questions they could muster. He answered all of them—even those who wanted the research articles in French. Hogan finds this useful when gathering information for his software review column or clinical medical software, published in the Journal of the American Medical Association.

"As primary-care physicians realize how easily they can access information, it will inspire them to do so more often," says Hogan. "Better informed practitioners will practice better medicine."

Charlene Anderson-Shea, Weaving Retailer

by Terri Stone-Conrath

Charlene Anderson-Shea opened a retail weaving supply business in 1983 from her home in a suburb of Honolulu. As it was her first venture into retailing, Anderson-Shea wanted to glean all the information she could from other businesspeople and from trade publications. But her Hawaii locale meant that mail frequently was outdated before it ever reached her.

To overcome that, she logs on daily to check out the Macintosh Personal Productivity Forum, the Aldus Forum and the Working From Home Forum—her favorite.

"You can get real-life information there. It is run and used by people who have the same problems you have and who can help you arrive at solutions," Anderson-Shea says.

Besides managing her shop, Anderson-Shea publishes a newsletter for fiber-arts teachers worldwide and designs clothing for sale to craft and sewing magazines. She also conducts three- to five-day workshops to teach men and women how to make her designs.

"Just yesterday," she says, "I used something that I learned from the Working From Home Forum. There was a thread online giving tips on how to deal with people who don't show up for appointments." As a result, Anderson-Shea now plans to ask for a consulting fee in advance.

She recommends using CompuServe Navigator to streamline operations online. "It was like somebody knew exactly what I needed. With a Macintosh, Navigator makes everything icon-based, so you simply use the mouse to click open forums, retrieve messages or search forum libraries.

Anderson-Shea makes logging on to CompuServe a part of her morning routine. She completes all phone calls by 8 a.m., then logs on to pick up EasyPlex messages and ask for advice on problems she may be having. The rest of her day is spent producing the newsletter and her hand-woven art clothing—which she describes as "really funky stuff."

Lewis Harrington

Logging on provides real-life information for home-based business: *Anderson-Shea*

Gary Morgan, Journalism Professor

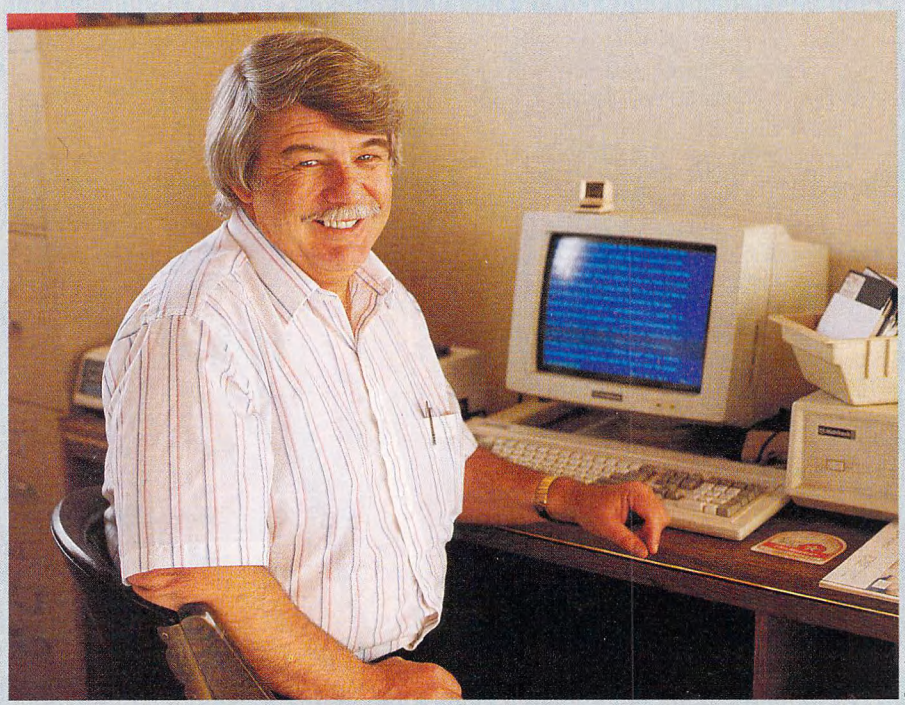
by Randy Rendfeld

Gary Morgan became a teacher on a bet. It's a wager he's never regretted losing.

Journalism professor, student newspaper advisor and coordinator of journalism at Oxnard College in California, Morgan also wears the hat of "world traveler," thanks to an opportunity he found on CompuServe.

"CompuServe got me a free trip to Australia," Morgan says. When the organizer of the World Airlines Entertainment Association was looking for panelists, a WAEA representative saw Morgan's name popping up on professional writing- and travel-related forums. After corresponding in EasyPlex, they met and arranged Morgan's trip. Continental Airlines flew him to Sydney, where he addressed the WAEA annual conference. He made a short stop in New Zealand on the way back.

Morgan, a San Diego native, recalls that he made a bet with a friend who



Greg Newman

Forums offer ideas to incorporate into curriculum planning: *Morgan*

Lawyers Who Log On

by Bob Sanchez

Mark Astarita logs on daily from his Manhattan office. David Johnson reads the printouts on his way to work in Washington, D.C. Kent Fletcher keeps on top of discussion "threads" from his Burley, Idaho, office.

These three attorneys are regulars on CompuServe's Legal Forum, where attorneys exchange ideas and information, discuss trends in the law and occasionally argue the merits of their favorite sports teams. The Legal Forum, like their personal computers, is a valuable professional tool.

Garry Burdick

Legal Forum "good sounding board for attorneys to try out ideas": *Astarita*

Mark Astarita

Besides dealing with broad legal issues, messages often address such day-to-day needs as the use of computers in the legal profession and the software attorneys use for word processing and text retrieval, says Astarita. And laymen can get answers to their questions, too. Attorneys offer general advice in such specialty areas as "How do I go about getting a patent?"

Astarita, a partner in the Manhattan firm of Gusrae, Kaplan and Bruno, finds the Legal Forum a good sounding board for attorneys to try out ideas. "I follow every discussion with interest, and read every message on the board every day," he says. A theoretical discussion can go on for weeks, he says, as when he introduced the subject of delivering "discovery" requests by fax machine.

Astarita usually answers questions about suing brokers, checking out brokers in advance or about the process of securities arbitration.

CompuServe provides a vehicle for

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was a graduate assistant at Northern Colorado University in Greeley, where Morgan obtained his master's degree. "He suggested we both apply for a teaching job in Denver, and the one who got farthest in the competition would buy the other an expensive lunch."

Morgan got the job and lost the bet. "I've never regretted the move," he says. "There is the satisfaction of knowing you can sometimes make a difference in someone's life. The college campus is perhaps one of the only places left where people can freely debate ideas and still respect one another."

Morgan teaches introductory and advanced public relations, advertising, communication and broadcast news writing. To enhance his classroom teaching, he frequents the Journalism Forum, the Public Relations and Marketing Forum, the Education Forum, the Broadcast Professionals Forum and the Association for Education in Journalism and Mass Communications Forum.

"Checking with these groups gives me access to files and ideas that I can incorporate into my curriculum planning," Morgan says. "It allows me to exchange ideas and test new things before I take them into the classroom. It keeps me abreast of current ideas and events, so my classes are always as up-to-the-minute and real-world-oriented as I can make them."

Morgan likens using CompuServe's forums to "attending a professional conference that's always in session. In forums, you can pick up new ideas continually, and for a small fraction of the cost of attending a seminar."

Morgan's dissertation in international mass communication, which he hopes to finish this summer, is a comparative study of US and British press coverage of the US crisis with Libya in 1986. He did most of the secondary phase of the research using IQuest. "For example, I learned of an article on my subject that had appeared in *The Chicago Tribune* in mid-1986. One search on IQuest and I had the article. It cost me $11, but saved me probably four weeks of waiting."

Morgan also is co-writing a guidebook for the disabled with the working title *Taking Charge: A Helpbook for the Disabled*. His co-author, Helynn Hoffa, is a 68-year-old quadriplegic and Morgan's "lifelong friend and inspiration."

The book will contain an extensive listing of organizations to help the disabled. "I also picked up information on how computer technology is being adapted to assist the disabled, including such things as special arm-pedaled bicycles, automatic fishing reels and a Nautilus facility for the disabled."

Taking Charge is Morgan's fifth book. He has written three books on Colorado railroad history as well as a volume of poetry.

Morgan also is southern California regional president of the Journalism Association of Community Colleges, an organization of students and faculty at community colleges in California and Arizona. Morgan and the organization's state president use EasyPlex to discuss policies and plans.

"We are in touch almost daily via EasyPlex," Morgan says. "It has saved us hours of work and days of waiting for the mail to arrive."

Astarita's hobby of charting stocks. Yet Astarita is cautious about translating his hobby into real investments—"I have seen too many people who have been burned in the market," he says.

Astarita cheerfully admits that his hobby isn't far removed from his work. As Johnson puts it: the fun of using computers in his profession "blurs the distinction between work and play."

Kent Fletcher

Fletcher, a partner at Parsons, Smith, Stone and Fletcher in Burley, Idaho, says, "I always go to the Legal Forum when I first log on. That way I keep current on the threads and can throw in my two bits before someone beats me to it." His many visits have left him with a clear impression of his fellow forum members. "I have learned that most of the lawyers in the Legal Forum are Democrats and have a negative outlook on our economy," he says. "On the whole, everyone is helpful when there is a question, and a tremendous amount of information is exchanged."

But if the Legal Forum is the main attraction, it is by no means the only one. Fletcher's initial interest, for example, was in the WordPerfect Support Group. WordPerfect version 5.0 "has given a new image to the forum," Fletcher says, and the forum "is overwhelmed with messages and comments."

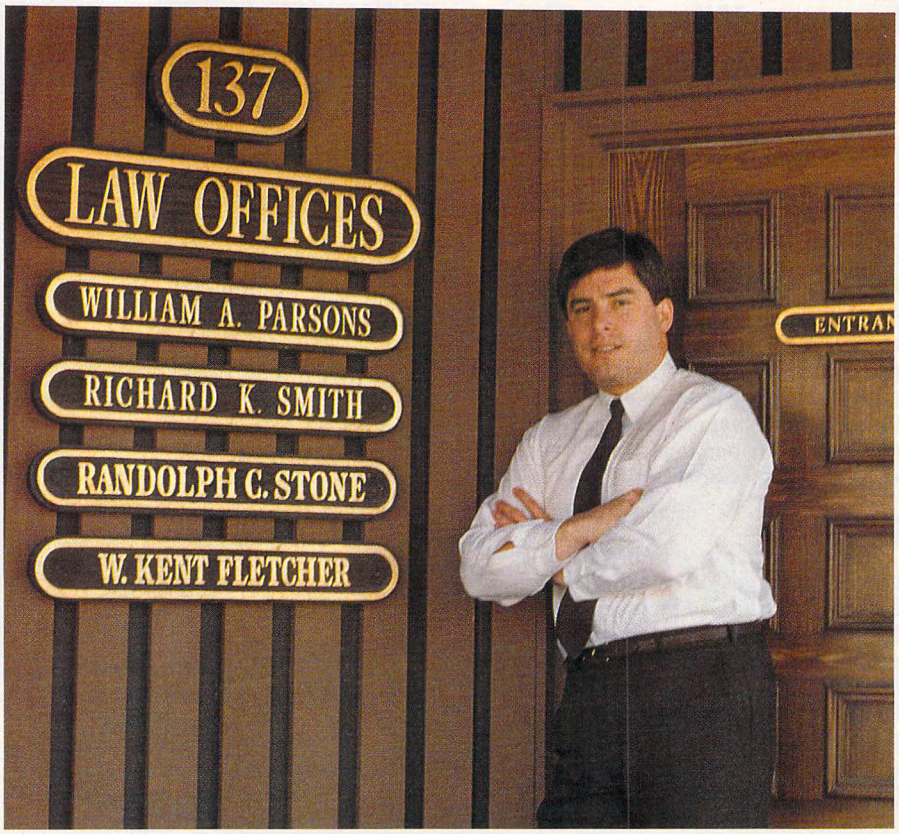
In addition to keeping current professionally, Fletcher also makes occasional forays into the MCS/MIDI Music Forum and IBM forums, and checks out the weather and The Electronic Mall.

David Johnson

Johnson, a partner at Wilmer, Cutler and Pickering in Washington, D.C., uses CompuServe to exchange messages with a client. "This has allowed me to answer questions and coordinate schedules without telephone tag and with the advantage of written messages," he says.

For his computer law practice, Johnson also finds that NewsGrid and *Online Today Daily Edition* are useful resources for following events in the computer industry. He gives advice from time to time on legal issues relating to online systems.

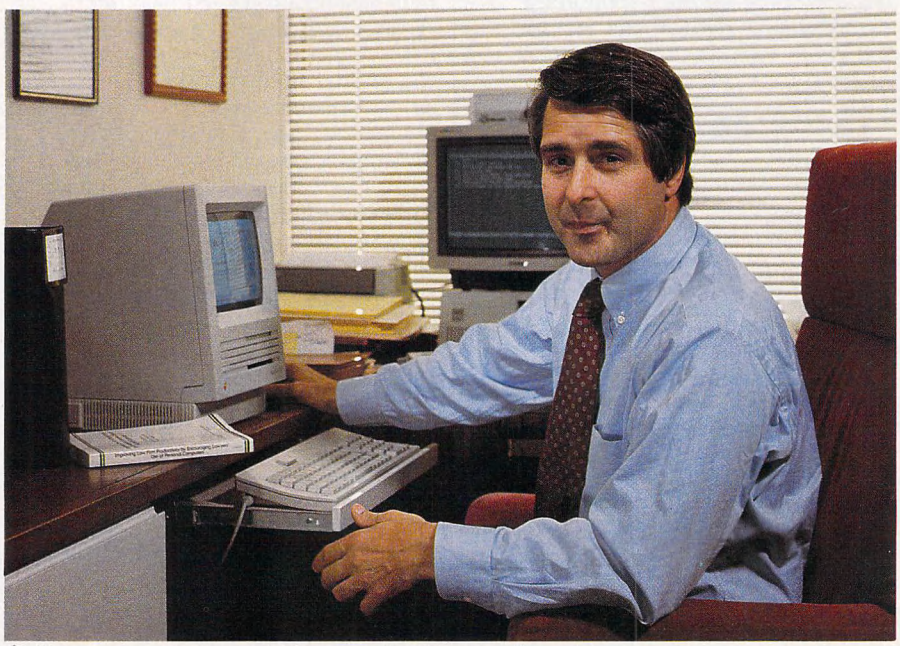
For example, Johnson says, "When I was helping to draft testimony regarding the Electronic Communications Privacy Act, CompuServe had some interesting background pieces in *Online Today Daily Edition*."



Kent Larson

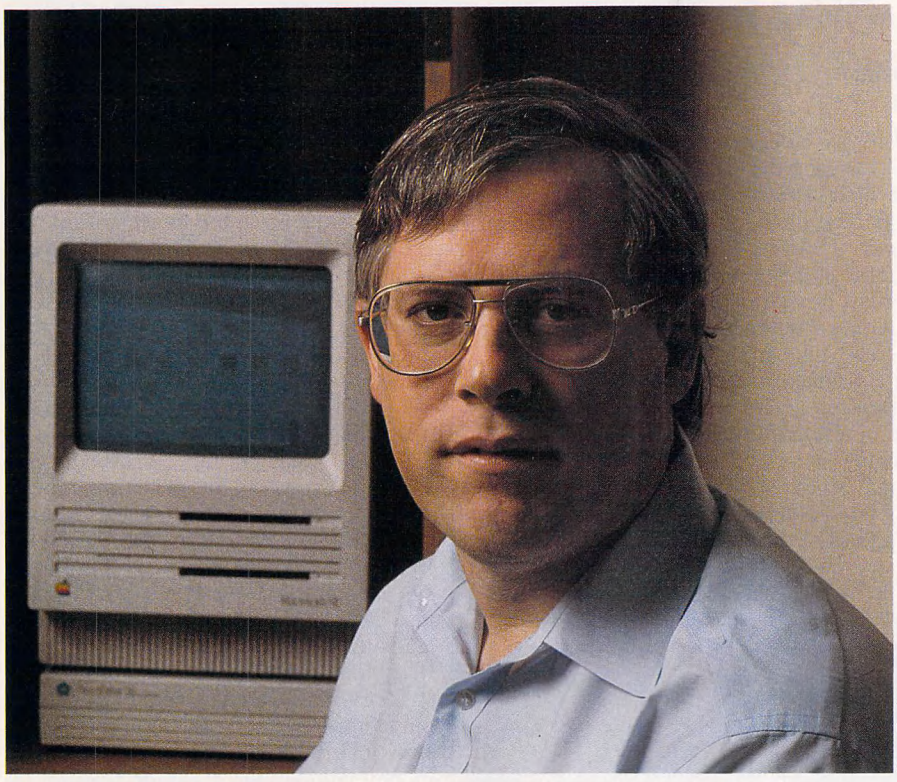
"Tremendous amount of information exchanged" in forums: *Fletcher*

Johnson also follows hypertext discussions and is working on hypertext-based productivity tools for the legal profession. "I am building a software licensing tool, based on HyperCard, that is a combination document generator and interactive checklist and database. CompuServe has a wealth of information on hypertext applications." In addition, he uses EasyPlex to send messages to MCI Mail subscribers.



Steve Thomas

Online resources augment his computer law practice: *Johnson*



Garry Burdick

Programmer finds advice, source code examples for his projects: *Alvord*

John Alvord, Offsite Apple Corp. Employee

by Terri Stone-Conrath

John Alvord of Lake Peekskill, N.Y., appreciates the online support groups, too. He has been a CompuServe member since he joined Apple Computer Inc. in 1988.

"It's a place to chit-chat about the programming world. I've also found specific programming questions answered by the ongoing threads, and good source code examples in the Symantec Forum (formerly the Living Videotext Forum), the Macintosh Arts and Entertainment Forum and the Apple Developers' Forum. He also tracks interesting items in the Macintosh Business Forum, the Computer Consultants' Forum and the Apple Vendor Forum.

Alvord uses CompuServe as a link to Apple in Cupertino, Calif. He works in the Apple Integrated Systems area, which deals with large customers and system integrators to help sell Macintoshes. For family reasons, Alvord will not be moving to Apple's corporate headquarters for several years. In the meantime, he uses a remote linkup.

A discussion online proved to be both humorous and helpful to Alvord. "In a conversation about IBM/Mac mail interfaces, a CompuServe member commented about how more interfaces were being developed. I queried him privately and found he was an Apple support engineer and was referring to a project my own group was working on!" he says. "As a result, I got some good background on the origins and status of the project."

Make Electronic Connections

Venture into the online areas that make up our featured subscribers' electronic environment. What are your avocations, your business desires, your uncharted paths? Forums and databases attract individuals of like interests from all walks of life, and have opened many doors for people like yourself.

Aldus Forum	GO ALDUS
Apple Developers Forum	GO APPDEV
Apple Hyper Forum	GO APPHYP
Apple Vendor Forum	GO APVENA
Association for Education in Mass Communication and Journalism Forum	GO AEJMC
Bacchus Wine Forum	GO WINEFORUM
Broadcast Professionals Forum	GO BPFORUM
Computer Consultants Forum	GO CONSULT
Disabilities Forum	GO DISABILITIES
EasyPlex Electronic Mail	GO EASYPLEX
Education Forum	GO EDFORUM
The Electronic Mall®	GO MALL
EMI Flight Planning Service	GO EMI
Entrepreneurs' Forum	GO USEN
Foreign Language Education Forum	GO FLEFO
Handicapped Users' Database	GO HUD
IBM Forums	GO IBMNET
IQUEST	GO IQUEST
Journalism Forum	GO JFORUM
Legal Forum	GO LAWSIG
Literary Forum	GO LITFORUM
Lotus Forums	GO LOTUS
Macintosh Arts and Entertainment Forum	GO MACFUN
Macintosh Business Forum	GO MACBIZ
Macintosh (MAUG) Forums	GO MAUG
Macintosh Productivity Forum	GO MACPRO
MCS/MIDI Music Forum	GO MIDI
National Bulletin Board	GO BULLETIN
New Car Showroom	GO NEWCAR
NewsGrid	GO NEWSGRID
Official Airline Guide	GO OAG
Online Today Daily Edition	GO OLT
PaperChase	GO PAPERCHASE
Public Relations and Marketing Forum	GO PRSIG
SafetyNet	GO SAFETY
Symantec (formerly Living Videotext)	GO SYMANTEC
TAPCIS Forum	GO TAPCIS
Travel Forum	GO TRAVSIG
WordPerfect Support Group	GO WPSG
Working From Home Forum	GO WORK

Kamakura, Japan: City in Amber

Scenery, Architecture Span Centuries

by Douglas W. Jackson

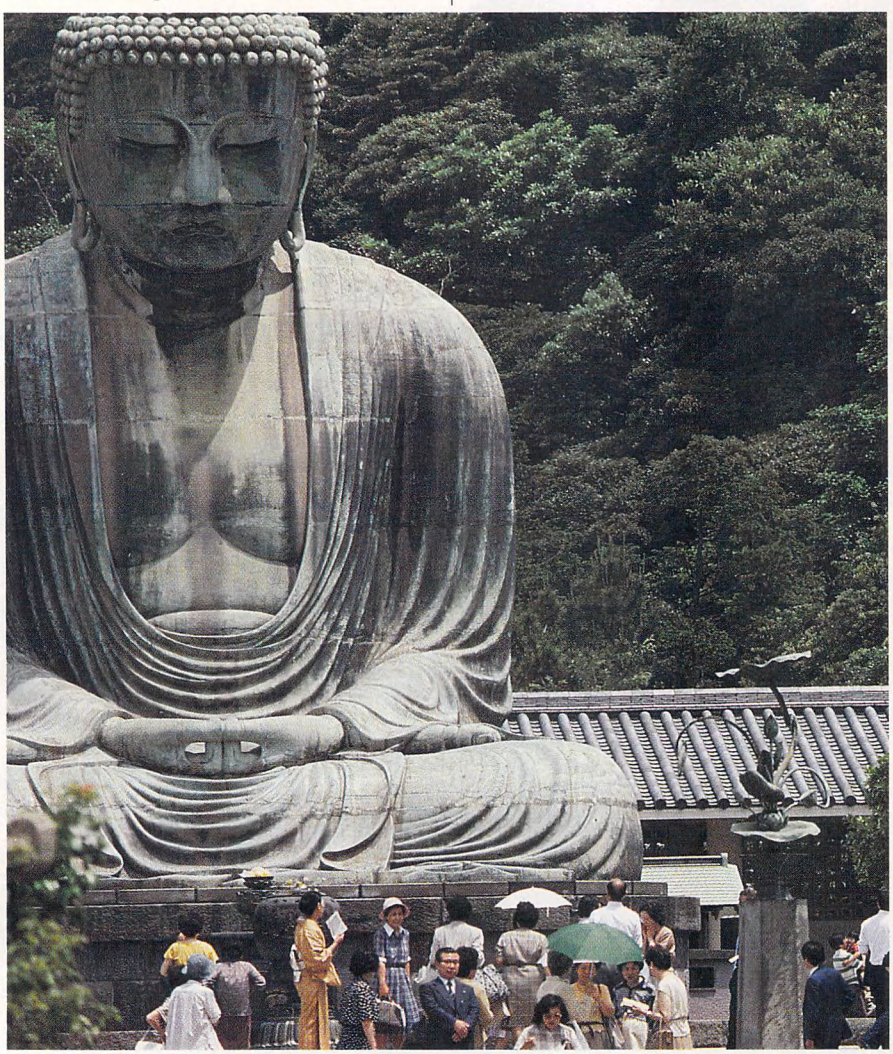
While the noisy neon whirlpool that is Tokyo seldom fails to seize a traveler's attention, most visitors to Japan hope to find traces of an older, more cultivated way of life. For many, that means journeying to Kyoto and Nara. But only 30 miles southwest of Tokyo is a serene, historically rich alternative, Kamakura.

Bordered by towering evergreen hills on three sides and the sea on the fourth, the city of Kamakura was once a simple fishing village. It might have stayed that way but for a cunning, powerful 12th-century shogun named Minamoto, who made Kamakura the capital of a military government that was to rule Japan for more than 100 stormy but glorious years.

During the Kamakura Period—which lasted from 1192 to 1333 and marked the beginning of Japan's feudal era—temples, shrines and other structures of cultural significance, such as the great bronze image called the Daibutsu (Great Buddha), appeared among the city's hills at an incredible rate.

Kamakura was home and haven for the Zen master Nichiren and countless Chinese monks fleeing China after the Sung Dynasty fell in 1279, and is still a major center of the Buddhist faith. And, as befitting a capital, literature and the arts flourished here as well.

Kamakura's bright era ended bloodily near the middle of the 14th century. The city was sacked twice, and was ravaged by tidal waves and fire. When the Tokugawa shogunate rose in Tokyo in 1603, Kamakura sank back into almost total obscurity. But the remnants of its cultured past are well preserved, and geisha, processions of Zen monks begging for rice, and rickshaws are still a part of the daily panorama.



Jay Maisel

Bronze statue weathered tidal wave, elements: *Daibutsu*

Following are a few places of interest in Kamakura's environs that should pique any traveler's curiosity:

Kotoku-in Temple—Home of the Daibutsu. The building that housed this huge bronze statue (42 feet high and 210,000 pounds), was destroyed in 1495 by a tidal wave that swept ashore from more than a half mile away. The Daibutsu remained unperturbed through it all, and now sits out in the open air with the hills as a perfect backdrop.

Tsurugaoka Hachiman-gu Shrine. Dedicated to the god of war, this shrine sits atop a hill and is considered the heart of Kamakura. The boulevard that leads to it is lined with cherry trees that bloom spectacularly in April.

Zeni-arai Benten. Named after the only female in the pantheon of the Seven Lucky Gods, this shrine is famous for money laundering—washing cash in the holy waters of the shrine's pond will supposedly double its value. For the magic to work, though, the money is supposed to be washed on days related to the oriental zodiacal sign of the snake (though few seem to follow this rule) and spent rather than hoarded.

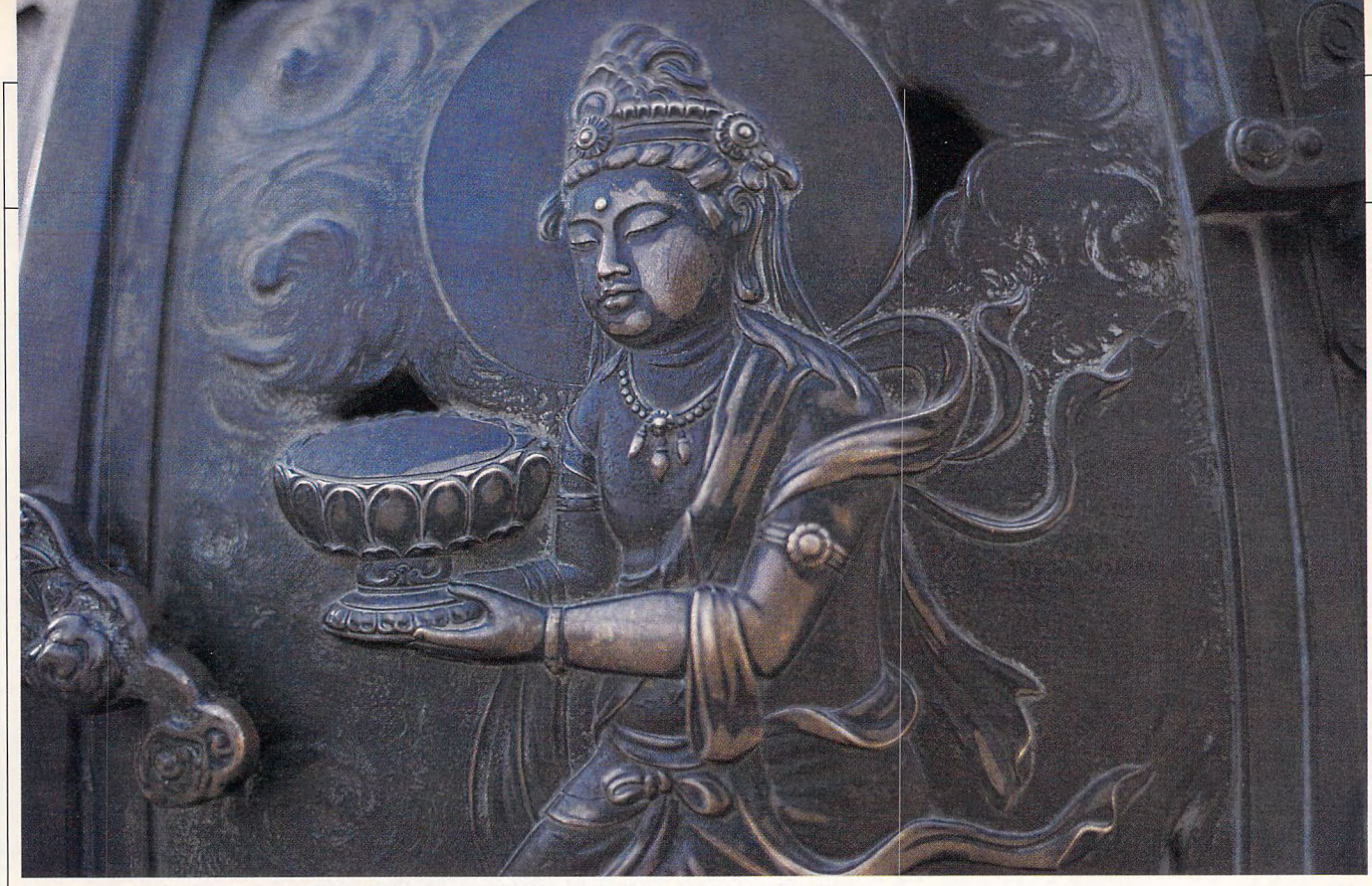
Hase Temple. The temple houses a 25-foot-tall gilded statue of Kannon, the goddess of mercy, carved from a single camphor tree and reputed to be the tallest wooden figure in Japan. The Japanese company Canon, makers of cameras and business machines, was named for this deity.

Tokei-ji Temple. This temple offered sanctuary to women desperate to sever the matrimonial bond. After living in the temple for a specified time (usually two or three years), they were considered officially divorced.

Hokoku-ji Temple. The trek to this temple is long, but three things make it worthwhile. One is the stream that you walk by on the way there, which holds many vividly colored carp. The second, within the shrine itself, is a serene bamboo grove. Third, a Zen meditation session is held from 7:30 to 10:30 a.m. every Sunday, and anyone may attend.

When to Go

Kamakura is famed for its mild climate, so virtually anytime outside of the rainy season (mid-June to mid-July)



Jay Maisel

Door of temple offering sanctuary to women wishing for divorce: *Tokei-ji Temple*

is enjoyable. Events of note during the year include the Cherry Blossom Festival (April 1-10); the Kamakura Festival (April 7-14), with a procession of people wearing historical costumes; a fireworks display at Yuigahama Beach in mid-August; a display of mounted archery at Hachiman-gu on Sept. 16 (go early in the morning or you won't be able to see through the masses of people); a torch-lit outdoor noh (theater) performance at Kamakura-gu Shrine on Sept. 22; and a chrysanthemum show at Hachiman-gu (Nov. 1-15).

Lodging and Dining

At the Tourist Information Center, pick up a publication entitled *Hospitable and Economical Japanese Inn Group*, which lists various ryokan (Japanese-style inns), notably one called Shindo-tei in nearby Zushi. Shindo-tei is by the beach, and a twin room with bath goes for 9,000 yen a night. Shindo-tei offers a shishinabe (wild boar) dinner from October through March.

Sightseeing in Kamakura also lists several inns, hotels and pensions. Most ryokan include two meals (breakfast and dinner) in the room price.

Kamakura's Buddhist influence is reflected in much of its cuisine. Try shojin-ryori, a style of vegetarian cooking originally served at Buddhist functions, at Hachi-no-ki in Kita-Kamakura (closed Wednesdays). Chiori, a restaurant near the Daibutsu, offers sashimi, a tempura and stews along with tofu made fresh daily—and an English menu (closed Fridays, reservations required for meals after 6 p.m.). In a little valley on the way to Zeni-arai Benten is Torichi, serving great traditional cuisine in a Japanese garden (closed Tuesdays, reservations needed).

Shopping

Komachi-dori, an avenue that runs parallel to the main boulevard leading up to Hachiman-gu, has lots of antique shops, boutiques and restaurants, and is worth exploring. Kamakura-bori, a type of lacquerware that evolved here, is sold at many stores along the way to Hachiman-gu. The prices for these beautiful pieces range from about 3,000 to 4,000 yen for a brooch or small mirror up to substantial sums for more elaborate works such as tissue boxes and serving platters.

Getting There, Getting Around

Before setting off for Kamakura, type GO TRAVEL at any CompuServe prompt for airline and hotel information.

When you arrive, be sure to visit the Tourist Information Center (TIC) in Tokyo near Ginza, Tokyo's "Fifth Avenue" (hours 9 a.m. to 5 p.m. Monday through Friday, 9 a.m. to noon Saturday; English spoken). Here you can arm yourself with various publications, such as *Sightseeing in Kanagawa*, which has maps and information on discount travel tickets and various events in the Kamakura area. If you plan to visit Kamakura on a weekend, TIC can even set you up with a student guide. There's no monetary charge for this invaluable service; the only fee is a free-ranging conversation in English.

If time is critical, the quick-and-dirty route is via the Japan Railways' Yokosuka Line. Board at Tokyo, Shinagawa or Shimbashi; the regular fare is 850 yen, and you'll be in Kamakura in an hour. The downside here is that seats are often difficult to come by. Taking an Enoshima-bound train from Shinjuku (Odakyu Line) and switching to the Enoden Line at Fujisawa takes a little more than two hours, but offers aesthetic and economic advantages: you'll be virtually assured of a seat on both lines, the fare is cheaper (410 yen from Shinjuku to Fujisawa, 220 yen from there to Kamakura), and the Enoden trundles along the coast overlooking scenic Sagami Bay.

Kamakura is the quintessential stroller's town, so be prepared to walk when you get there. Finding your way around is relatively easy—English-language signs will point you toward the various temples and shrines. If you do get lost or find yourself in need of aid while in Kamakura, though, the Japan Travel-Phone service (0120-222-800, toll free) is ready to provide help. Otherwise, take your time, ramble and let the town unfold for you.

Douglas W. Jackson is a free-lance writer and editor based in Tokyo.

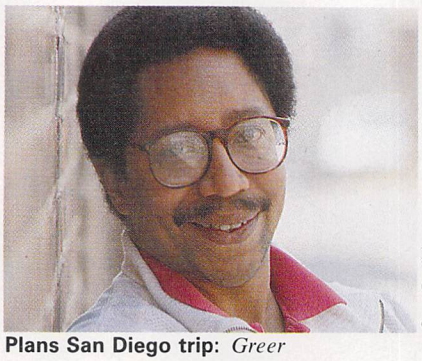
Contest Winner Takes the Eaasy Way Out

by Kathy Baird

CompuServe user Melvin Greer has discovered that air travel is easy with Eaasy Sabre—especially since he won a free American Airlines trip for two in a November online contest.

Greer was chosen at random from among Eaasy Sabre contestants who correctly answered three questions. As the contest winner, Greer received two tickets to any American Airlines destination within the continental United States. He plans to take his girlfriend to San Diego this spring.

Greer's winning entry correctly noted that Eaasy Sabre Personal Profiles can store seat preference options such as no-smoking window, smoking window, no-smoking aisle and smoking aisle; that there are 11 rental car companies at LaGuardia airport; and that, after a reservation is completed, Eaasy Sabre displays car or hotel reservation confirmation numbers on one of the last two lines in the itinerary.



Garry Burdick

Plans San Diego trip: *Greer*

A photographer for *The Greenwich Times* newspaper in South Norwalk, Conn., Greer first used Eaasy Sabre shortly before the contest last fall when he made airline reservations to visit friends in California.

With the online reservation service, "everything went smoothly," he says. The next day, he picked up his tickets in nearby Stamford, Conn., and his trip went off without a hitch.

Although Greer did not make hotel or car reservations for that trip, he received discount Avis rental car coupons through American Airlines AAdvantage and used those tickets at a substantial savings after he arrived in California.

After his first experience with Eaasy Sabre, "I started going back to it," Greer says. "I found that it was so easy to understand.

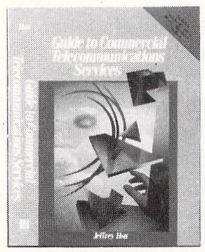
"I liked having the option of renting the car and making hotel reservations and checking the weather in different cities," he says.

Aside from his prize trip, he has not yet identified future destinations; however, he frequently explores various travel options on Eaasy Sabre to generate ideas. In fact, Greer suspects that on his next long-distance trip he will make Eaasy Sabre hotel and car reservations as well.

For information on future Eaasy Sabre contests, check "What's New" on CompuServe.

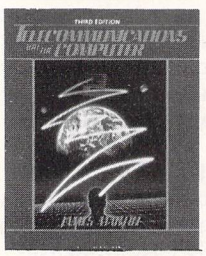
Sharing the Technology

New Telecommunications Titles from Prentice Hall



GUIDE TO COMMERCIAL TELECOMMUNICATIONS SERVICES
Jeffrey Hsu

This ideal, applications-oriented guide offers computer users a detailed reference to the world of telecommunications services. Rather than just listing services, this time-saving guide presents and organizes services in terms of applications areas such as nature, content, cost, depth, and ease of use.
1989, paper 013-368879-8, $29.95



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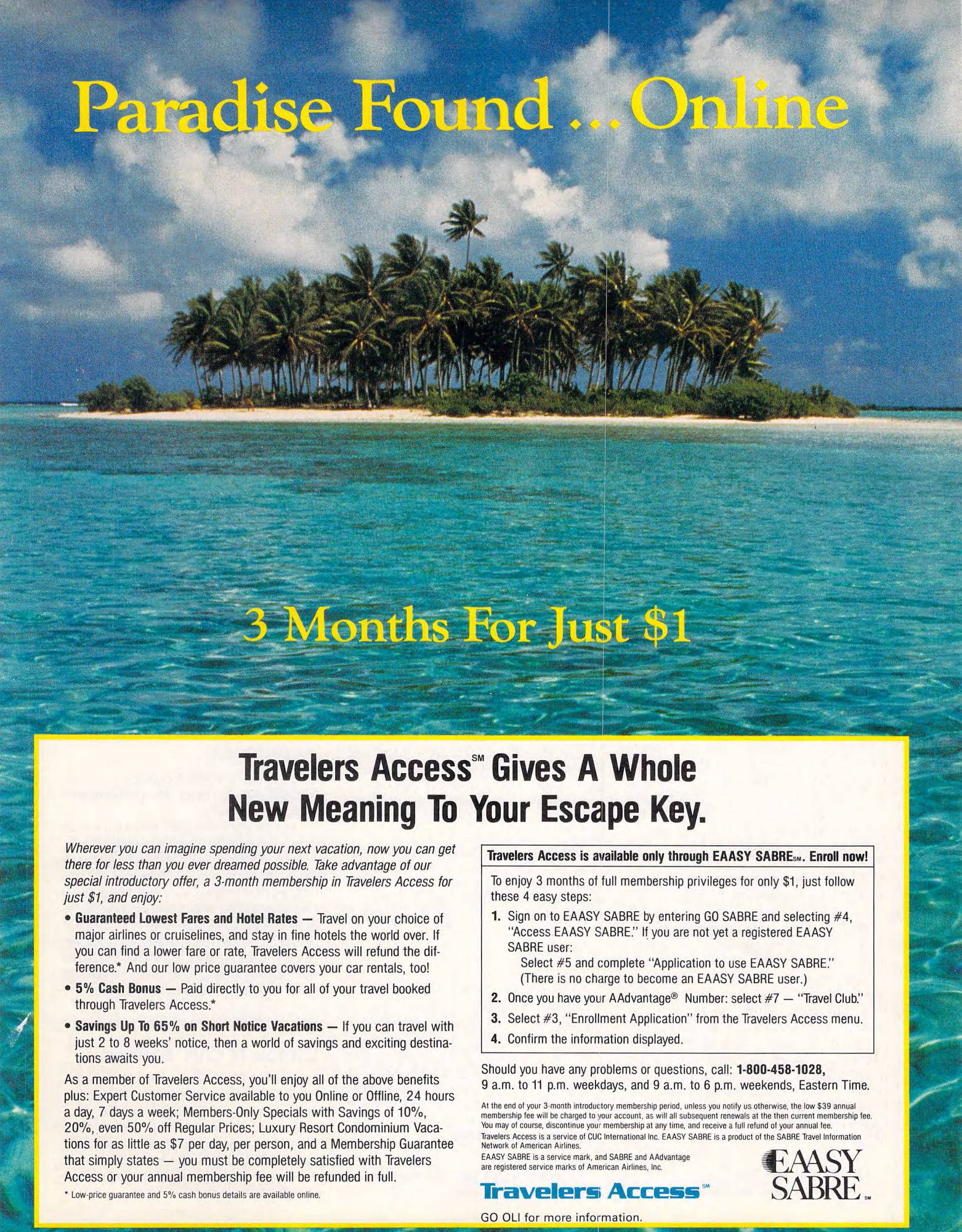

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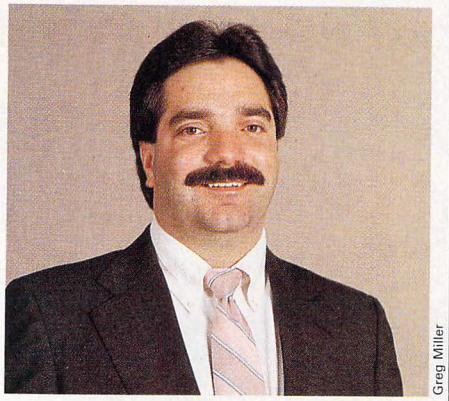

Greg Miller

Rep of the Month

Chip Mohler, a CompuServe customer service representative from noon to 9 p.m. Monday through Friday, trains and exercises Saddlebred horses in his spare time. "I travel throughout the country exhibiting my horses at national shows and events, and CompuServe's travel services help me make travel arrangements," Chip says.

Chip, a graduate of Ball State University in Muncie, Ind., enjoys speaking with CompuServe members from around the world and assisting them with their needs. Chip advises members to read CompuServe's documentation. "The *CompuServe Information Service Users Guide* is a good tool for easing frustrations and answering questions a member may encounter while using the Information Service."

Gift of Time

Online Today offers CompuServe members the chance to win 10 hours of free connect time (a $60 value) by writing a 200-word essay on how they use the Information Service.

The essay should be typed double-spaced and sent to *Online Today*, CompuServe Incorporated, 5000 Arlington Centre Blvd., P.O. Box 20212, Columbus, OH 43220, or via an EasyPlex message to 70003,3246. Please include your full name, address and User ID number.

Winning essays are published in *Online Today*.

CompuServe on the Leading Edge

To explain why I use the CompuServe Information Service would be like trying to explain why people read newspapers and magazines, listen to the radio, watch television and talk to each other.

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Not only is information available from large databases, but personal interaction is possible in a vast arena of specialized topics. I use CompuServe to keep informed about what is going on in the world today and to prepare for tomorrow.

I also use CompuServe to communicate with people around the world. I have made many friends that I have yet to meet face to face.

I use CompuServe to bring the world to me without leaving my chair.

John Wilson
Lindsay, Ontario

Ask Customer Service

Q: Does CompuServe offer exchange rate information?

A: Yes, seven currencies that can be found in the Current Quotes (GO QQUOTE) database are the Australian dollar, British pound, Canadian dollar, French franc, German deutsche mark, Swiss franc and Japanese yen. Historical pricing for these and other currency exchange rates can be found by using the appropriate ticker symbol—PRICES, TREND, QSHEET or MQDATA. Tickers for currencies can be found by typing GO INDICATORS.

Q: Does CompuServe carry indexes?

A: CompuServe provides pricing information on market and industry indexes from Standard & Poor's, Dow Jones, Moody's and others. US Treasury, Shearson Lehman and other bond/yield information also can be retrieved. In addition, advances and declines, volumes and exchange rates information can be found by typing GO INDICATORS. Once the tickers have been found, quotes can be retrieved in QQUOTE, PRICES, QSHEET or MQDATA.

Q: What kinds of financial news services does CompuServe have?

A: CompuServe provides a variety of valuable business news offerings. One of the most powerful is the Executive News Service (GO ENS). ENS is a unique clipping service that monitors Associated Press news wires, *The Washington Post*, OTC NewsAlert and Reuters for stories of interest to you. Stories containing words or phrases you specify are clipped as they come across the wires and held in electronic folders for you to view.

Other services include The Business Wire (GO TBW), which offers press releases and news stories on specific companies, and MMS International, which provides commentary and forecasts on equity, debt, and currency markets.

Q: Are Canadian issues available?

A: Yes, many of the securities on the Toronto and Montreal exchanges are available on the Securities menu. All Canadian issues have an asterisk (*) at the end of their ticker symbols, such as IBM* or CBJ*. The programs featuring Canadian issues include PRICES, BONDS, TREND, EXAMINE, PRISTATS and IQINT.

Q: Where can I find information on recent stock performance?

A: Information on the best and worst performing issues can be found under Market Highlights (GO MARKET). This program enables you to quickly scan the fastest moving stocks (up or down) on the NYSE, AMEX and OTC markets.

Q: Is there a way I can use CompuServe to review the performance of my securities?

A: CompuServe provides two excellent programs for security evaluation. Return Analysis (GO RETURN) calculates the return on investment for a time period you specify (up to 12 years) and annualizes your returns. The Portfolio Evaluation (GO PORTFOLIO) program computes the weighted value of each item in your personal portfolio and reports changes in individual securities and the portfolio as a whole.

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DeskJet Printer

Provides Dazzling Output Quality

Hewlett-Packard Peripherals Group
16399 W. Bernardo Dr.
San Diego, CA 92127-1899
619/487-4100

Computers: IBM-compatible computers; Apple II/IIc/IIe (with H-P Epson emulation cartridge); Apple Macintosh (with third-party DeskJet "Grappler" interface).
Operating System: MS-DOS or PC-DOS for bundled driver software provided on 5.25-inch diskettes.
Features: Thermal inkjet printer; uses plain or lightly textured paper in 16- to 24-pound weights and letter, legal, European A4 or #10 envelope sizes; 100-sheet paper feeder; built-in Courier typeface with multilanguage character sets; connectors for two plug-in font or feature cartridges; draft-quality 10 cpi printing at 240 cps; letter-quality 10 cpi printing at 120 cps; graphics printing at 75, 100, 150 or 300 dpi; Centronics parallel and RS-232C serial interfaces; 16K data buffer; assorted software drivers on IBM-compatible 360K diskettes.
Options: Plug-in font cartridges ($75 to $125); plug-in Epson FX-80 Printer Emulation Cartridge ($75); 128K RAM Cartridge for downloading soft fonts ($150); soft fonts on diskette; plotter emulation software ($129).
Model Tested: DeskJet printer with Times Roman ASCII and Helvetica ASCII font cartridges connected via a parallel interface to a Proteus 286GTX computer running PC-DOS 3.10 and various applications programs at 12 MHz.
List Price: $995 for basic DeskJet printer.

Reviewed by Ernest E. Mau

After installing a new DeskJet printer and running its self-test, I printed a delicately shaded full-page graphic at 300 dots per inch. To say the results were dazzling hardly does justice to the DeskJet. I had printed that same 300 dpi graphic on a laser printer, but the laser printout looked anemic next to the DeskJet output.

Bluntly, the DeskJet's printout was the finest black-and-white paper reproduction of a computer graphic I had ever obtained. Details were clear and sharp, down to individual dots in shaded areas. Blacks were solid and dense, with no missed or light areas showing through. Whites were clean. Shading came through so well that the printout was almost as good as a half-toned photograph. The ink didn't even smear because the DeskJet's feed-and-drop paper handler keeps the sheet being printed from rubbing against others.

I saw equivalent results from numerous graphics packages, so my first printout wasn't an accident. And DeskJet's quality carried over to text and combined text/graphics pages printed by word processors, page layout programs and desktop publishers. Using the DeskJet's internal Courier font and plug-in Helvetica and Times Roman cartridges, text was crisp, denser than a laser printout and free of raggedness around letter edges.

These printouts were on good paper (20-pound, short-grain laser paper), printed on the "right" side. Print quality was noticeably lower when I used the "wrong" paper side, which let ink "bleed" between the fibers, or when I used ultra-cheap photocopy bond paper, yet even those were acceptable for routine work. Some finely textured papers also worked well. Linen-surface stationery printed well, but coarsely or deeply textured papers proved less satisfactory.

I experienced no mechanical problems with the DeskJet: no mechanical binding and no paper jams. One sheet in my first 100 skewed when fed into the machine, but it had an irregularity in its leading edge. One caution: Printing large, solid black areas pumped a lot of ink. That could've dampened the paper and caused some crinkling even after the ink had dried.)

However, the DeskJet is considerably slower than most laser printers. The time the computer spends preparing DeskJet data, say for the Microsoft Windows print spooler, is comparable to the time needed for a laser printer, but the printing speed is slower. Of course, the DeskJet doesn't carry the high price tag of a laser printer, either, and it is faster than many dot matrix printers.

Software compatibility is more worrisome. New software packages often have DeskJet printer drivers, but older ones do not. Furthermore, the DeskJet isn't totally compatible with other printers, so Hewlett-Packard includes drivers (on IBM-compatible diskettes) for Framework II, Lotus 1-2-3 release 2.x, Lotus Freelance Plus, Lotus Symphony, Microsoft Word 3.x and 4.0, Multimate Advantage and Advantage II, WordPerfect 4.1 and 4.2, WordStar 2000 release 2, Microsoft Windows up to version 2.03, Volkswriter 3 and Volkswriter Deluxe. I used the Windows driver most often, printing from Aldus PageMaker 3.0 and other Windows applications at 75, 150 or 300 dots per inch.

The DeskJet manual has numerous tips for using various applications. LaserJet drivers sometimes work, though they don't always support all DeskJet features, such as combined text and graphics. There is also an Epson FX-80 emulation cartridge available, enabling the DeskJet to work with many other applications.

Oddly, Hewlett-Packard never addresses GEM-based programs, including Ventura Publisher 1.1, which I never did get to work well with the DeskJet.

Furthermore, not all software with internal DeskJet support works as a user might like. For example, Software Publishing's Harvard Graphics has a DeskJet driver but doesn't convert color to black-and-white patterns. Its colored lines and colored fills all print as black.

Soft font downloading isn't as versatile as a laser printer, either. Hewlett-Packard makes DeskJet soft fonts, but a special 128K RAM-expansion cartridge is needed. Even with that, the DeskJet doesn't accept LaserJet or soft fonts not made specifically for this machine, so there are restrictions on fonts, sizes and typefaces usable with some applications. That limits design latitude in laying out documents. Although a few software developers have announced font conversions to DeskJet formats, those aren't widespread yet.

While the DeskJet can produce remarkable printouts, software support must govern purchase decisions. If you have DeskJet-capable software and can live with the font limitations, this printer is an excellent choice in both price and output quality. Without appropriate software, however, the DeskJet won't deliver its full power.

Ernest E. Mau, a full-time, free-lance writer and Online Today *reviews editor, is based in Aurora, Colo.*

Go Online for More Hardware Reviews

The following hardware review is available this month in *Online Today Daily Edition* (GO OLT-220).

24/12ADH Contac Plus MNP Modem
Manufacturer: *Bytcom*
Computers: *Any computer with an RS-232C serial port.*

GEM Artline

A First-Rate Addition to Gem Team

Digital Research
60 Garden Ct., Box DRI
Monterey, CA 93942
408/649-3896 or 800/443-4200

Computers: IBM PC, PC-XT, PC-AT, PS/2 and 100 percent IBM PC compatibles (PC-XT class or better recommended).
Operating Systems: PC-DOS or MS-DOS version 3.0 or higher; DR DOS; Concurrent DOS.
Media: Supplied on 5.25-inch and 3.5-inch diskettes; requires a hard disk.
Copy Protection: None.
Required Peripherals: Monochrome or color graphics video card and monitor (supports AT&T Monochrome card; AT&T DEB Card; Hercules Graphics and Monochrome cards; IBM CGA, EGA, VGA and 100 percent compatibles).
Other Requirements: Minimum 640K RAM.
Optional Items: Mouse, graphics tablet or other pointing device supporting Microsoft MOUSE.COM driver; graphics-capable printer; expanded memory (EMS or EEMS) for image tracing.
System used for test: 640K Compaq Deskpro 286 with one 1.2MB diskette drive, one 360K diskette drive, one 40MB hard disk, Vega VGA adapter, NEC MultiSync II monitor, Microsoft bus mouse and Hewlett-Packard LaserJet Plus printer; running MS-DOS 3.3.
List Price: $495 (includes Gem/3 Desktop).

Reviewed by Harry Green

GEM Artline (version 1.0) is one in a family of products operating under GEM/3 Desktop, which is an operating environment that replaces DOS directories, files and programs with icons representing folders and application programs. Like other GEM applications, the Artline working space is bordered on the top with pull-down menus and on the left with a tool kit of symbols. By clicking a mouse button on an icon, you can enter text or line drawing modes, or you can create squares, circles or any combination of shapes. It is possible to use Artline without a mouse, but it is not recommended.

GEM Artline is a close relative of GEM Draw Plus, but Artline is more versatile. If you know how to use Draw, you'll find it easy to switch to Artline, and you'll be able to create curved shapes that are difficult to make with Draw.

Most GEM products operate similarly. To draw a rectangle, for example, click on the rectangle icon in the tool box. The mouse cursor changes to crosshairs in the work area. By holding the mouse button down, stretch the rectangle to any shape you want. Shapes can be moved, rotated, stretched, flattened and manipulated to create an unlimited variety of designs.

A text icon opens a window into which you type text and select a font style and size. Bitstream Fontware in Swiss and Dutch styles and in sizes from 6 to 72 points is furnished.

With practice, you can do a creditable job of drawing curved shapes. Curves are created as tangents to a straight line vector you place on the screen. It takes experimentation to get the hang of it, but you can create perfectly smooth arcs, which is next to impossible with an unaided mouse.

Artline comes with a large collection of symbols you can embed in drawings. As you scroll through a selector menu, the symbol appears in a small window. Clicking the mouse in your work space transfers a copy of the symbol. Like other objects, symbols can be changed to create a desired result. Furthermore, any object you draw can be designated as a symbol and later imported into a worksheet.

When images are scanned into one of three image formats GEM Artline supports (GEM, PCX and TIFF), they are stored as bit maps. Because GEM doesn't store its own images as bit maps, images can be traced into Artline format and enhanced with fill patterns chosen from a menu. Traced images can be displayed, enhanced, enlarged or reduced, but only if you have expanded memory. It is unfortunate that this feature doesn't work with standard memory, because it could be one of the most useful Artline features. Since I don't have expanded memory, I couldn't try it.

In experienced hands, GEM programs can produce professional results, and Artline is no exception. The output is excellent for presentations, advertising mockups, magazine illustrations and other such applications that otherwise would use clip art and line drawings.

With this program, you can easily rearrange, resize, alter shading and change other variables to get the effect you want without tedious redrawing. Once you have scanned or drawn an image, it is available for reuse with clicks of a few buttons. Artline images can be imported into other GEM applications such as those in GEM Presentation Team, reviewed in *Online Today*'s October 1988 print edition, file GMPT88.OCT in Library 5 of CompuServe's OLT Forum (GO OLTFORUM).

Artline has few deficiencies, but it could be improved by adding an eraser to touch up ragged edges or remove unwanted portions of an image. For example, it would be much easier to create a half circle by drawing a full circle and erasing the unwanted portion than by drawing an arc. A function key menu or template also would be a welcome addition because several useful features such as the ability to sequentially select a series of stacked images is difficult with a mouse. These drawbacks are minor, however, and do not detract from the usefulness of the program.

Incidentally, unlike earlier versions, the GEM/3 Desktop included with Artline now installs on and works with external software-driven drives such as IOMEGA's Bernoulli Box and Sysgen's DuraPak.

I have used most GEM applications since they first were introduced, and I find them valuable assets in my consulting practice. My secretary, who had hardly used a personal computer six months ago, now regularly produces high-quality drawings with GEM Draw Plus and made the transition to Artline with virtually no difficulty. I regularly recommend GEM applications to clients and have no hesitation about adding GEM Artline to the list.

Go Online for More Software Reviews

The following software reviews are available this month in *Online Today Daily Edition* by typing GO OLT-230 at any CompuServe Information Service prompt. Many daily-edition and print-edition software reviews are supplemented with GIF graphics that may be viewed in or downloaded from Library 6 of the *Online Today* Readers' Forum (GO OLTFORUM).

Sonar Professional Text Retrieval
Manufacturer: *Virginia Systems*
Computers: *Macintosh Plus and SE.*

AlphaWorks Integrated Software
Manufacturer: *Alpha Software*
Computers: *IBM compatibles.*

Grammatik III Writing Analyzer
Manufacturer: *Reference Software*
Computers: *IBM compatibles.*

ArchiText

Text Management and Presentation

Brainpower Inc.
24009 Ventura Blvd., #250
Calabasas, CA 91302
818/884-6911

Computers: Apple Macintosh family including Macintosh II, Macintosh SE, Macintosh Plus and Macintosh 512K.
Operating Systems: Requires system software 5.0 or later.
Media: Two 3.5-inch diskettes.
Copy Protection: None.
Required Peripherals: Two 3.5-inch diskette drives.
Other Requirements: None.
Optional Items: Hard drive; printer.
System used for test: Apple Macintosh Plus with two 3.5-inch diskette drives and Apple ImageWriter printer on Appletalk network.
List Price: $349.95 (demo disk available for $10)

Reviewed by Brian D. Monahan

ArchiText is a versatile text-retrieval, management and presentation package that helps organize free-form text and graphics.

It lets you create documents within documents with subdocuments called "nodes," which can contain virtually any amount of text or graphics. Once nodes have been set up, you can establish links between them and move to related information quickly and easily. The program depicts links in graphic "maps," and the number of maps allowed for a single ArchiText document is virtually unlimited.

Once linkages have been established by developing maps, information can be located anywhere in a document using combinations of search criteria. Search results can create new information nodes or link existing nodes. Information can be printed at any point.

ArchiText comes with an excellent manual divided into three sections. The first gives a short tour of a typical ArchiText document. The second provides a step-by-step tutorial for learning the program, and the third is a reference guide for general use.

Like most Macintosh applications, starting ArchiText is easy. Just double-click on the ArchiText icon in the Finder. After choosing "New" from the file menu, the standard Macintosh dialog box asks for a file name. The manual's sample has you create a file called "Boston Guide." Ultimately, the tutorial guides you through developing maps that link descriptive material about places of interest in Boston.

You begin with the node/map directory window, which lists and manages nodes in an ArchiText document. You'll usually click on "New" to open a new node (I called my first node "Welcome to Boston"). Next, you usually enter the "node-editing pane" and begin typing text. You have control over the text's font, style and size, and you also are free to resize the node. Those features are easily accessible from pull-down menus.

Maps are central to ArchiText and establish relationships between nodes. It is the ability to create maps that gives the program its power. Multiple maps can be created for the same nodes, establishing different relationships.

To start creating a map, click on the Node/Map directory in the "Go" window, click on the "Maps" radio button and then click on "new." A dialog box asks you to name the map (I named mine "Intro to Boston"). The window is divided into two parts: One includes the map-editing area; the other shows the "node on call" list, which includes all nodes in the document.

Nodes can be moved from the on-call list to the map editing area, where they are considered to be in use by that particular map. You then can build a map. Once you have created a map, you will traverse between nodes by connecting their objects. In an open node window, a linked node appears in the "destination nodes list" and can be traversed from there.

It isn't necessary to enter all information manually while building a map. Information can be imported from and exported to ArchiText documents via the clipboard or ASCII textfiles. Graphics are entered through the clipboard and can be resized, moved from side to side, or cut and pasted into new positions. Once imported, documents can be analyzed in new ways for relationships, trends and ideas.

ArchiText documents can be distributed to anyone by including a copy of a free read-only ArchiText Viewer.

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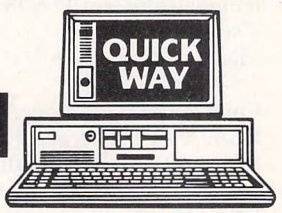

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Paine Webber	91	190	397
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* Includes Schwab's 1988 rate increases. (Telephone Survey 3/88)

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GO OLI for more information.

The documentation suggests several applications for Architext, including management of day-to-day information in legal, medical and academic research. It also suggests instructional applications.

Computer-Assisted Instruction has received a bad name in educational circles, often being thought of as nothing more than drill and practice exercises that can be accomplished just as well with a workbook. However, with little effort, educators and trainers might use this program to develop powerful hypertext lessons as ArchiText documents. The program's recording function can test learners as they progress through a document. The program also includes a "slide show" feature that lets you use a Macintosh as a slide projector for which node windows become slides.

ArchiText is a sophisticated program, yet it is easy to use. The tutorial takes several hours to complete but gives a good sense of what the program can do.

ArchiText is enormously powerful. It isn't for a casual user. However, if you regularly manage a great deal of loosely related information, ArchiText may be the program for you. It is one of several programs that expand the personal computing capabilities into areas only recently considered. ArchiText tries to make the computer work the way people think, rather than forcing us to think the way the computer works.

Brian D. Monahan is associate vice president of Iona College in New Rochelle, N.Y., where he also teaches computer science courses. His CompuServe User ID number is 70007,3000.

RightWriter 3.0

Upgrades Grammar, Checks Style

RightSoft
4545 Samuel St.
Sarasota, FL 34233
813/923-0233 or 800/992-0244

Computer: IBM PC, PC-XT, PC-AT, PS/2 and compatibles; Tandy.
Operating Systems: PC-DOS or MS-DOS version 2.0 or higher; OS/2; Windows; special versions for DOS versions earlier than 2.0 and for memory systems less than 384K are available.
Media: Supplied on 5.25-inch and 3.5-inch diskettes.
Copy Protection: None.
Required Peripherals: Two diskette drives or one diskette drive and a hard disk (recommended).
Other Requirements: Minimum 384K RAM; directly supported word processor or any word processor capable of producing standard ASCII files.
Optional Items: None.
System used for test: 1,024K Tele-Video TeleCat 80286 with 2MB Intel Above Board, 40MB hard disk, one 360K diskette drive, one 1.2MB diskette drive, LaserJet Series II printer and Okidata 293 printer; running PC-DOS 3.3.
List Price: $95

Reviewed by William J. Lynott

When I reviewed first-generation grammar and style checkers a few years ago, I was less than enthralled. Most provided little more than flags calling attention to long sentences, big words and overuse of passive voice. Even when a glaring error or lapse of good style was pointed out, most programs offered little help.

Back then, the only program of this type that I thought worthwhile was RightWriter, and it had plenty of shortcomings. Now RightWriter 3.0 brings a new degree of sophistication to this genre.

RightWriter 3.0 now uses a set of more than 4,000 rules to analyze writing. This makes for a more meaningful look at your immortal prose. This program recognizes more ambiguous or overused phrases, and it corrects you if you use too much jargon.

One advantage to this increased level of sophistication is a lessened likelihood that the program will "flag" acceptable but relatively uncommon usages. This is a welcome change for writers who are confident enough to do a little rule-bending now and then, but don't want to be nagged by an unyielding electronic watchdog.

RightWriter 3.0 offers the greatest flexibility that I've seen in a grammar and style checker. You can customize the rules by which it calls attention to possible errors or style lapses. You can choose from three levels of education (high school, college or general business) as a base for the program's comments. You also can turn off or on a wide selection of rules for punctuation, grammar, usage or writing style to suit your needs. In a welcome change, you can decide what constitutes a too-long sentence.

RightWriter's new menu system makes the program simple to use. The main menu offers five choices: Analyze Document, Remove Comments, Change (program) Settings, Modify Dictionary and Exit to DOS. All functions are intuitive.

RightWriter automatically recognizes most popular word processors, so there is nothing for you to do but start the program and tell it which file to analyze. When it finishes its analysis, RightWriter creates and saves a special marked-up file that clearly shows each RightWriter comment. Many programmed comments have been rewritten to make them easier to understand. RightWriter never changes your writing and never alters your original file; it simply makes suggestions.

The package also includes a utility program called RightWords, which enables you to create a custom dictionary of words to be flagged as jargon, colloquialisms or misuses.

RightWriter also lets you choose from among three popular readability indexes reflecting the level of education a reader needs to understand your document. Although the value of these measurements is questioned by some, I find them a valuable reminder to stay away from "stuffiness."

I wish the program were interactive so that I could respond to its suggestions during document analysis. As it is, RightWriter completes its analysis in one pass. You then must use your word processor to view the marked-up document. If you want to run your edited version through another check, you must repeat the whole process.

I wish, too, that RightWriter could recognize expanded memory, making it more convenient to use with programs, such as WordPerfect that use DOS shells for moving quickly back and forth among applications. But any attempt to invoke RightWriter from WordPerfect's shell brings up a "not enough memory" message.

RightWriter has come a long way. It is as good as any grammar and style checker on the market today. Realistically, though, it still has a way to go.

RightWriter isn't going to make a prize-winning author out of a beginner. At best, it is a structured reminder of basic rules of good writing. Ironically, many matters that the program calls to your attention are things that you already know and don't want to hear about. Still, if you feel that you'd like someone looking over your shoulder when you write, RightWriter makes a pleasant companion.

Online Book Reviews

Following are summaries of book reviews available for reading this month in *Online Today Daily Edition*. To read the complete reviews, type GO OLT-240 at any CompuServe Information Service prompt.

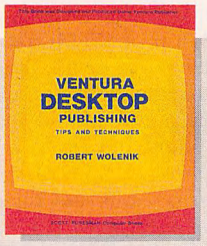
Expert Advisor: dBase III Plus

By Tom Rettig and Debby Moody
Addison-Wesley, 1988
652 pages, $22.95 (softcover)

Written for those who want to become dBase power users, this book provides experienced users with a supplement to the manual and new users with detailed information that will take them beyond the basics. However, reviewer Brian D. Monahan warns that the book is not for casual dBase users. *GO OLT-5600*

Ventura Desktop Publishing: Tips and Techniques

By Robert Wolenik
Scott, Foresman Computer Books, 1988
235 pages, $18.95 (softcover)

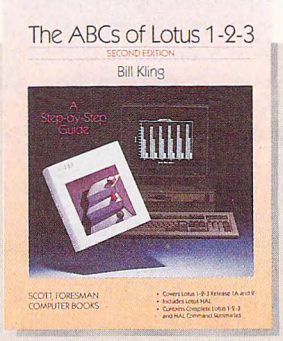


Reviewer William J. Lynott says this book, which is designed for novices of both Ventura Publisher and desktop publishing, presents ideas and basic techniques that supplement rather than duplicate the program's documentation. Topics include printing history, fundamentals of graphic design, Ventura's style sheets, electronic paste-up and more. *GO OLT-5610*

WordPerfect Series 5 Edition: The Complete Reference

By Karen L. Acerson
Osborne McGraw-Hill, 1988
1,197 pages, $24.95 (softcover)

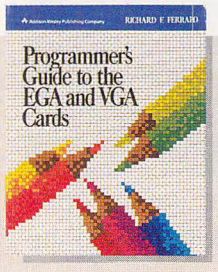
A full explanation of how and where to use every WordPerfect command makes up the bulk of this hefty book. Reviewer William J. Lynott says this book's organizational format and writing style make it his reference of choice for WordPerfect. *GO OLT-5630*



The ABCs of Lotus 1-2-3 (2nd Edition)

By Bill Kling
Scott, Foresman Computer Books, 1988
454 pages, $19.95 (softcover)

Aimed at the personal computer beginner, this book starts with the basics—such as how to pronounce "DOS." Reviewer Robert Sanchez says the style is clear and readable, although the author occasionally lapses into condescension. Still, much solid information is presented. *GO OLT-5620*



Programmer's Guide to the EGA and VGA Cards

By Richard F. Ferraro
Addison-Wesley, 1988
607 pages, $26.95 (softcover)

Reviewer Harry Green says this book is written for programmers who need to harness the power of EGA and VGA as well as to understand how hardware and software interact to paint the screen with vivid color. He deems it a valuable reference, as each chapter is designed to stand on its own. *GO OLT-5640*

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Sample Printout

	Explanation
18005551212 #	(#) Tel Number Dialled
10 25 58 S	(S) Call Start Time
10 34 54 E	(E) Call End Time
00 08 56 +	(+) Duration of Call
12 54 40 C	(C) Incoming Call Time
13 01 08 E	(E) Call End Time
00 06 28 +	(+) Duration of Call
20 50 10 M	(M) Malfunction, Tel Line
22 40 50 T	(T) Tel Line Repaired
87-09-23	Record of Sept 23, 1987
8951220 #	(#) Tel Number Dialled
08 50 00 S	(S) Start Time
09 00 10 E	(E) End Time
00 10 10 +	(+) Call Duration

Plenty of space for your notes and markings on 58 mm (2 1/4 inch) wide printer paper available commonly

TAM model 88-U, suggested list price $195.00. Special Introductory Price, direct from manufacturer $156.00 (for limited time only). UPS Ground shipping, add $6.00. N.J. residents add 6% Sales Tax. Dealer enquiries are welcome.

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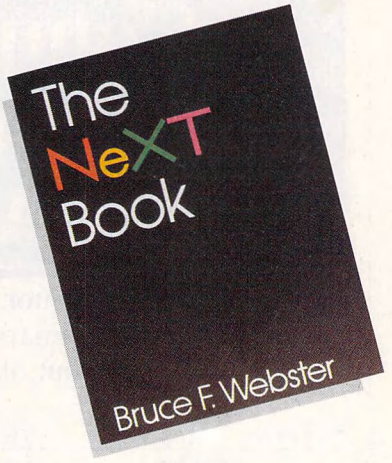
The NeXT Step



The NeXT Book is a complete technical reference to the landmark NeXT Computer System for developers and academics. Author Bruce F. Webster explores every feature of the hardware and software, plus gives a practical overview on usage. From Addison-Wesley. $22.95 GO **WB**

Walden*COMPUTER*Books

PS/2 Full-card Modem Is Hayes-Compatible

Practical Peripherals has introduced a 2400-baud internal, Hayes-compatible modem for the IBM PS/2.

The Practical Modem 2400 PS/2 plugs into the PS/2 Micro Channel Architecture bus. Features include auto-answer and auto-dial capabilities, CCITT V.22, Bell 103 and Bell 212A compatibility and more. ProComm Communications software comes bundled.

The retail price is $299.

For information, contact Practical Peripherals, 31245 La Baya Dr., Westlake Village, CA 91362; 818/706-0333.

Toshiba Modem for Portable

An optional internal modem for the Toshiba line of portable personal computers has been introduced by Toshiba America.

Featuring 2400-baud transmission speed, the Hayes-compatible modems offer faster speed and lower power consumption for maximum battery life. Automatic power on/off switching further reduces power consumption. The retail price is $399.

For information, contact Toshiba America Inc., Information Systems Division, 9740 Irvine Blvd., Irvine, CA 92718; 714/583 3000.

N9631 Modem Sends Up to 2400 Baud

NEC America has introduced the N9631 modem, which features a data communications speed of 2400 baud and downward compatibility for $995.

The modem, which incorporates Hayes AT command set, possesses power-on defaults that match Hayes standards and a non-volatile memory storage to prevent modem configuration loss during a power outage. Features include automatic speed detection, error-free communications using the MNP Class 4 error control protocol, and asynchronous or synchronous operation.

For information, contact NEC America Inc., Data and Video Communications Systems Division, 110 Rio Robles, San Jose, CA 95134; 408/433-1250.

CompuServe Training Now Available!

CompuServe and Mentor Technologies have teamed up to provide training seminars to help novice or intermediate members get more out of CompuServe.

Seminar Dates	Thursday	Friday	Saturday
Atlanta	5/11, 6/22	5/12, 6/23	5/13, 6/24
Chicago	5/4, 6/15	5/5, 6/16	5/6, 6/17
Columbus	4/6, 6/1	4/7, 6/2	4/8, 6/3
Philadelphia	4/27, 6/8	4/28, 6/9	4/29, 6/10
Tampa	4/20	4/21	4/22

For more information call 800-227-5502

(In Ohio: 614-262-8147)

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Seminar Hours:

Thursday 5:30 - 8:00pm
Friday 9:00 - 11:30am or 1:00 - 3:30pm
Saturday 9:30 - 12:00am or 1:30 - 4:00pm

Bridge Cellular Modem Connects Telephones

Spectrum Cellular Corp. has expanded its product line, offering additional compatibility for its Bridge Cellular Modem for use with cellular telephones.

The company's Bridge and Span cellular modems provide error-free data transmission over any cellular network between a laptop or portable computer and a host computer or public database, such as CompuServe. The new Bridge products offer compatibility with the Audiovox BC-40, Mitsubishi 800, Motorola, NEC 4500 and 4600, OKI 450 and Uniden cellular telephones.

For information, contact Spectrum Cellular Corp., 2710 Stemmons Freeway, 800 North Tower, Dallas, TX 75207; 800/233-2119 or 214/630-9825.

A-Talk Enhances Amiga Communications

A-Talk III, an enhanced version of the popular communications and terminal emulation program for the Amiga from Oxxi, has been introduced.

Features of the new version include ZMODEM, YMODEM and YMODEM Batch, an expanded script language as well as an ARexx language interface. In addition, it offers auto-dial and redial, 60 number phone directory, single screen for global setting of all parameters for host systems and selectable redial time.

The retail price is $99. Upgrades are available for $25 plus $4 shipping.

For information, contact Oxxi Inc., PO Box 90309, Long Beach, CA 90809-0309; 213/427-1227.

New Crosstalk Does Background Tasks

Crosstalk XVI from Digital Communications Associates has been enhanced to include the option of background communications.

Version 3.7 can transfer files, await incoming calls, run scripts and perform other communications tasks in the background while the user proceeds with other computer applications. Features include a user-selectable "hot" key for background operation, full path name support and a new manual.

The retail price is $195. Updates are available for $30.

For information, contact Digital Communications Associates Inc., 1000 Holcomb Woods Parkway, Roswell, GA 30076; 404/998 3998.

Turn Your PC/XT/AT Into Multi-User, On-Line System

INFOHOST®
Multi-user On-line System Software
(Reviewed by PC Week on 5/19/87)
You can now place a database of goods and services on-line using your own PC, so your customers can dial in over phone lines to access information, leave messages, and make purchases via modem. InfoHost, which can support as many as eight simultaneous modem interfaces, features a customizable relational database that can be adapted to the needs of your business.
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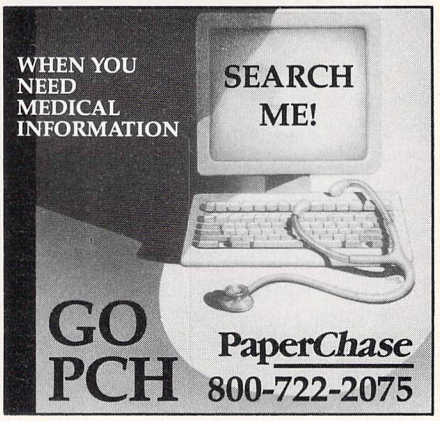
A Revolutionary Software System, designed for maximum profits with minimum setup, now transforms any IBM PC/XT/AT or compatible computer into a secure, reliable Bulletin Board and Information Host System.

Subscription Systems throughout the free world are presently being used in dial-a-date and matchmaking applications, for multi-user databases and multiple listing endeavors, on-line order taking, along with scores of other lucrative telecommunications tasks.

To learn more about this unique, self-perpetuating opportunity that can adapt to both voice and data environments, contact: PC/WORKS at (805) 654-0724 or FAX (805) 650-0195.



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Guidelines to Requesting Information Through OLI

Online Inquiry

Online Inquiry is *Online Today*'s electronic version of the traditional reader inquiry card. To request additional information about products or services described in *Online Today*, simply access CompuServe and type GO OLI at any prompt.

```
CompuServe                    Page OLI-1
ONLINE TODAY ADVERTISERS
ONLINE INQUIRY (OLI)
 1. OLI Instructions
 2. Online Today Display Ads
 3. Print Edition Reviews
 4. Shopper's Guide Mini-Ads
```

Display Ads

GO OLI-160. Inquiries to this section will be followed by a brief description of the *Online Today* ad. To request additional printed information, simply enter your name and address at the prompts. OLI will add your User ID number and electronically forward your request to the appropriate advertiser(s). The names, addresses and User ID numbers will also be forwarded via US Mail at the end of each month.

```
CompuServe                    Page OLI-160
ONLINE TODAY ADVERTISERS/OLI
 1. May 1989 Advertisers
 2. April 1989 Advertisers
 3. March 1989 Advertisers
```

Editorial Articles/Reviews

At the end of each electronic version product review, you'll be asked if you wish to request further information through the Online Inquiry system. A "yes" response will let the system prompt you for your name, address and other information so that your request can be forwarded to the appropriate company. If you respond "no," the system will return you to the previous menu.

To request information about products reviewed in the print edition, GO OLI-280 and select the appropriate listing, such as May Hardware Reviews. At the next menu, select the product you're interested in. If you answer "yes" at the question prompt, the OLI system will prompt you for the necessary information.

Requests to these sections will be stored and forwarded by traditional mail once each month.

```
CompuServe                    Page OLI-280
REVIEW LISTINGS/PRINT EDITION
 1. May Hardware Listings
 2. May Software Listings
 3. May New Product Listings
```

Shopper's Guide

GO OLI-70 to get information about *Online Today*'s mini-ad program.

To request information from Shopper's Guide advertisers, follow the instructions outlined in each ad.

```
CompuServe                    Page OLI-70
SHOPPER'S GUIDE
 1. About Shopper's Guide
 2. Rates and Information
```

***Note**: Additional requests during the same session will not require you to re-enter your name and address.

UPDATE

European Expansion is Major Step in Becoming an International Service

CompuServe members logging on from the United Kingdom and Switzerland will have more cost-effective, efficient access and local customer support starting this fall. In addition, the CompuServe member sign-up process will be made easier. Members in other European countries will experience similar improvements soon after.

It's all part of an agreement CompuServe has signed as a major step in becoming a truly international online information service. The agreement provides for distribution of the CompuServe Information Service in Europe and for development of local country services, based on the CompuServe model, in the United Kingdom, Switzerland and other European countries.

After the European services are in place, the resulting interconnected electronic mail services will represent the world's largest international communications system.

CompuServe's partners in the project are Tele Columbus, a leading international telecommunications and information services company based in Baden, Switzerland; and Radio-Schweiz, of Berne, a division of Tele Columbus and provider of DataStar, a premier full-text and bibliographic retrieval service in Europe. Tele Columbus is a subsidiary of Motor-Columbus, also of Baden.

Among the products the companies expect to develop are CompuServe-type forums specifically for computer hardware and software products available in Europe.

IQuest SmartScan Charge Reduced 50 Percent in May

The IQuest SmartScan charge is reduced from $5 to $2.50 during May. IQuest SmartScan quickly reviews databases related to your topic. The resulting SmartScan menu lists the number of articles found in each of the databases. Listed articles can be retrieved for the $9 search charge plus applicable surcharges. Connect-time charges remain in effect. GO IQUEST

Attend Local CompuServe Training Classes

CompuServe and Mentor Technologies are sponsoring beginning and intermediate member training classes in Tampa, Columbus, Atlanta, Chicago and Philadelphia for $49.95. Participants will receive a $25 usage credit. A self-paced version with a $15 credit is also available. GO MENTOR

Order a *CompuServe Information Service Users Guide* and Get a $10 Credit

Receive a $10 usage credit for each *CompuServe Information Service Users Guide* (May 1988 edition) you order for $9.95 (plus shipping/handling) before Wednesday, May 31. The comprehensive, 200-page guide (also included in the CompuServe Membership Kit) helps you make the most of online connect time. Call 1-800-848-8199 (614/457-0802 outside the United States) or GO ORDER

New CompuServe Forums Support Hardware and Software

Intel Corp.'s Personal Computer Enhancement Operation supports software for Above Boards Inboard 386, Connection CoProcessor, Visual Edge and Intel Math CoProcessor in the PCEO Forum libraries. GO PCEO

The WordStar Forum provides two-way electronic communication between WordStar users and MicroPro. GO WORDSTAR

The Living Videotext Forum is now the Symantec Forum, which offers support for Q&A, Time Line, Lightspeed C and Pascal, MORE II, SUM and other software. GO SYMANTEC

NRA and *Outdoor Life* Join the Outdoor Forum

The National Rifle Association and *Outdoor Life* magazine have joined the organizations and magazines represented in the Outdoor Forum. Hunter education programs, rifle and pistol shooting competitions, and shooting sports are discussed in NRA Section 15. *Outdoor Life* magazine staff, editors and readers discuss fishing, hunting, wildlife, environment and other outdoor topics in Section 17. GO OUTDOORS

Download TAPCIS Upgrade from Forum Library

Version 5.2 of TAPCIS, a shareware communications program for IBM PCs and compatibles that automates access to CompuServe, is available in TAPCIS Forum Library 1. GO TAPCIS

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Affordable

In addition to its low price, the SupraModem 2400i will save you money by letting you communicate at 2400 baud, thus decreasing your on-line time. And the SupraModem 2400i incorporates the advanced Intel 89024MS chip set. This design utilizes fewer parts, assuring operation long after the one-year warranty period.

Easy to Use

The SupraModem 2400i is very easy to use. It features autoanswer and autodial (tone and pulse) for performing phone tasks, and it has a programmable-volume speaker for monitoring call progress. And the modem's programmable nonvolatile memory lets you easily create your own custom configurations.

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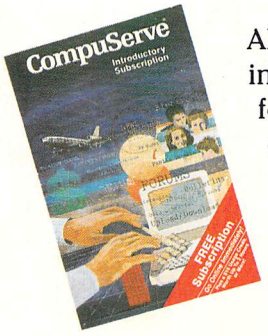
The SupraModem 2400i comes complete with advanced, easy-to-use MIRROR II™ communications software. MIRROR II features a complete scripting language that lets you automate your communications and a background mode that lets you use your PC for other projects while your modem continues sending and receiving data.



Also included with the SupraModem 2400i are introductory packages and free on-line time for several popular on-line services, making it even easier for you to start telecomputing right away.

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Orders: 1-800-727-8772
GO OLI for more information.

Also Available: *SupraModem 2400 (external) $179.95*

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